

Alpha Male Files

CLASSIFIED

24
Traits of
the Superior
Alpha Male



Flirt Mastery

**24 Traits of the Superior
Alpha Male**

By Steve Scott

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Introduction

Women have a variety of tastes- Especially when it comes to men.

Each has her own likes and dislikes in the guys they find desirable. Some like the *large, muscle bound jocks* and others prefer the *thin, intellectual types*. A woman's tastes can vary over a number of aspects like *physical looks, race, age and intelligence levels*.

However there is one area that's almost universally attractive to *all women*- **A guy's personality**. If a guy has the right "*type of personality*", he can transcend a lot of drawbacks in other areas of his life.

So what am I talking about? Well in my experience, I've learned that women are almost always attracted to what's known as the **Superior Alpha Male**. This type of guy embodies all the things that women love... *He's masculine, he's confident and he exudes a high level of sexual compatibility*.

You'll find that displaying the qualities of the **Superior Alpha Male** can help you become instantly desirable to a *wide range of women*. This course is about "**Mastering Your Personality**" because that's what we're going to do...

In this report, we're going to thoroughly cover all the traits that women want from a guy. Now, I'm not asking you to change who you are. Instead, I want to reveal the qualities that are hidden deep within you. Then bring them out whenever you meet women!

Primarily, we're going to cover **24 core personality traits** that are universally desired by women. You'll find that you *already* possess all these qualities to some degree. The *hard part* is to show them all in a manner that's attractive to women.

Now that we've covered the basics, let's find out what you're going to learn...

You now understand what it means to be the **Superior Alpha Male**. One of the major goals of your life is to develop a naturally attractive personality. In order to do this, you have to understand **what women want from a guy**. In other words, you have to act in a *high status* manner every you meet a new girl!

So how do you know when you're acting like a Superior Alpha Male? Well, over the last couple of years, I've studied the personalities of the men who are the most successful with women. What I've found is the majority of these guys have the **same** handful of personality traits. By understanding and implementing these traits, you'll create an attitude that almost all women love!

In this section, we're going to cover **24 Traits** which are the embodiment of a **Superior Alpha Male**. As you work on your success, you want to heavily concentrate on the personality that you're displaying around women. You'll find that the *more you emphasize these qualities*, the more attractive you'll become to girls.

What I've done in this report is simple...

I list each trait, describing why it's important. After that, I provide a **"comfort challenge"**. This is a *quick exercise* you can do to help bring out this side of your personality. I recommend that you take the time to complete each task.

You'll find that this process can be a great way to *unlock this specific character trait*.

Well, we've now covered the introduction!

So, let's dive right in...

Trait #1- Have Diverse Interests

Life isn't about the money you make!

Life isn't about the job you have!

Life isn't only about having fun!

Life isn't about picking up chicks!

Modern society can be real bitch. Right now, society is trying to pull you in a million different directions. All have a different message...

Become thinner by taking the super XYZ pill

Make lots of money with our proven marketing system

Stop wasting your life on your boring job

Become more popular with the people you meet

Buy our sneakers to feel cool and fit in

Life is filled with infinite possibilities. And how you choose to spend your time, ultimately determines your success and enjoyment. The danger lies in the time we sacrifice to pursue a desired outcome. When you move through one door and towards a goal, *another one closes*.

If you're like most guys, then you understand the temptations of life. It's **really easy** to focus solely on one activity and exclude others. Usually this happens when you think that one pursuit will be the outcome that provides ultimate happiness.

The truth is spending too much time on a particular activity rarely results in a great life. The guys who really enjoy themselves are the ones who ***have a variety of interests***.

I've found that guys often spend too much time focusing on one area of their lives. **For instance, here are some of the most common pitfalls:**

- λ Working too much
- λ Exercising too often
- λ Spending too much time on hobbies & interests
- λ Engaging in "relaxing" activities like video games, TV and watching sports
- λ Being ***too*** social

All the above activities are incredibly important. However, *when you only focus on one of them*, you're life becomes out of balance. Life should be a combination of all these pursuits. You want to be the guy who can *work hard* and *play hard*.

Having diverse interests isn't ***only*** for your benefit. Generally, a guy with a lot going on in his life is somebody who is *really attractive* to a woman. He has passion about his hobbies, he loves his job and he has lots of great friends! A woman likes this type of guy because she knows he'll provide excitement.

Remember, you can't spend *YOUR* time doing *ONE* thing and expect that it'll make you attractive to all women. Even if you spend your time "*working out*" or practicing "*seduction material*", you'll still have a personality that's not that interesting to your average girl.

So even though I recommend you do a number of activities throughout this report, *I still want you to live your life*. Don't allow everything else to go to waste. You should work hard on developing your skills. *However*, you should also make sure that it naturally fits in with the pursuits that make you a unique individual.

Please remember that a **woman wants a guy with a variety of interests**. A man like this is guaranteed to provide a deep level of intrigue that helps him stand out from the crowd. She knows that whenever he's around, she'll enjoy herself!

Comfort Challenge #1: Create Your Life Plan

This is a simple exercise that'll help you focus on **all aspects of your life**. What you're going to do is list the things that you want from your life.

Now, if you're already a *goal-oriented* person, then this task should be easy to complete. On the other hand, if you've never established a list of goals, then you might have to do a bit of creative thinking.

To get started, get out a sheet(s) of paper and find a quiet location. Then write down ***all the things*** you want to accomplish.

Don't limit or censor what you record!

The sky should be the limit...This is one of those rare moments when you can dream big! Think about all stuff you've wanted, but made an excuse to put off.

To help you out, here is a list of questions that can ***"seed"***

your thoughts:

- λ *How much money do you want to make?*
- λ *Do you want to retire at a certain age?*
- λ *Is there a certain weight you want to hit?*
- λ *Where do you want to travel?*
- λ *What type of woman do you want to date?*
- λ *What type of relationships do you want with your friends or family?*
- λ *Do you have any career goals?*
- λ *Do you have any religious or spiritual goals?*

There is a lot you could list here. The important thing is to do this exercise in free flowing manner. Write them down in a “*stream of consciousness*” without worrying about moderating or changing these goals. **Simply write!**

Furthermore, you shouldn’t worry if a goal not attainable in the next few years. This is a “*wish list*” for the rest of your life. You might not get to some things immediately, but a goal should be recorded in a place for when you have the time to complete it.

Finally, I recommend that you **add to this list** every *month or so*. As you’re life evolves, you’ll find that your viewpoint of the world often changes with it. Perhaps, you’ll come with new ideas for how you want to spend your time.

Trait #2- Have a Purpose

You're probably heard the old adage that *women want guys with money and power*. And if you've ever seen **Donald Trump**, then you know this is a true statement. Here's a guy with the *worst comb-over in the world*, yet he's married to an incredibly beautiful woman. If you're like me, then you've probably realized that she's with him **not because of his looks**.

So why are women attracted to guys like Donald Trump?
The answer is going to shock you....

Most girls are interested in these types of men, *not* because of their money or power. They like them ***because of the things that money and power represent***. A guy with a large amount of financial (*and powerful*) resources demonstrates a classic example of *high status*. Women like this type of man, because they know he can provide level of comfort and security that other guys can't offer.

Throughout history women looked to men for *protection and security*. While a lot has changed in the last hundred years, women still have this evolutionary need to be with guys who can demonstrate the classic signs of *"the protector"*. And the best example of this man is the guy with a lot of money or power.

Unfortunately, this reality makes a lot of guys **really angry**. Some have the viewpoint that any girl who wants a successful guy is acting like a *"gold digger"*. The harsh truth is this is the world we live in. Getting pissed off because some women prefer guys with money will get you

nowhere! The important thing is to remember that wealth and power represent the embodiment of the *Alpha Male*.

Say a woman meets two guys with similar looks and personality. One is a *rich lawyer* who drives an expensive Porsche. The other is a guy who works at a local convenience store and earns \$7.00 an hour. It is only fair that a woman will pick the lawyer because he's able to demonstrate attractive qualities like power and success.

Fortunately, there's good news here... As I said before, women are attracted to these guys because of the qualities that they display. Traits like power and success are always attractive to women.

That being said, you can demonstrate these qualities without having a fancy job or large bank account. If you can demonstrate a **sense of purpose** to your life, this can be just as attractive as having a lot of success.

The guys who live a sense of purpose naturally draw women to them. As I mentioned before, all women *want passion* in their lives. A guy "*who is going somewhere*" shows a quality that is very similar to the men with money and power. His passion for life demonstrates that **he knows what he wants** and isn't afraid to go for it!

What do this mean to you? It's simple...If you want a lifestyle where you naturally attract women, you have to find something to be passionate about. Having a purpose to your life (*besides meeting women*) is a great way to become the kind of guy that women want to meet.

Now, there's a catch here- **You can't fake passion!** Either you're filling your life with stuff that excites you **or** you're living a lie. Women can easily detect when guys

lack a sense of congruence to what they're saying. If you lie about who you are, then your deception will probably be easily discovered.

So if you talk about your experiences climbing Mount Everest, you better have a few pictures of you at the top of the mountain next to your loyal Sherpa!

Having a **clear vision** for your life is something that's attractive to many women. In fact, it can easily make up for a *lack* of money or power. If you can describe your purpose in an emotional, dynamic manner, it'll be easy to connect to the adventurous side of your personality.

The best way to develop a *sense of purpose* is to establish and complete goals. Since I don't really know you, I can only *take a guess* at how you're living your life. You *could* be a successful guy who has everything he wants in life. However, I would bet there are a lot of things you still want to do with your life.

So let's talk about **setting some goals**...

When you write down your purpose in a clearly defined manner, it becomes *much easier* to get it done! For all I know, you might be a person who only knows what he **doesn't want** in life. That's okay...Often the best goals come from a place of frustration, rather than passion.

For instance, some guys desire **financial freedom** not because they want to be rich, but because this signifies that they no longer have to be part of the "*rat race*" of life. The goals you create can be **anything** that you want out of life. As long as it's something that you want, then it's the perfect goal.

Before we move on to how to create a goal, *let me clarify one thing...* Having a sense of purpose and creating goals is **not** about *"picking up chicks"*!

You should do this exercise for one simple reason. It can help you *get what you want* in every aspect of your life.

Listen, you shouldn't spend your life sitting around for something to happen. If you want something, you should **go out and get it!** While having a passion for life is a great way to attract women, I think this is something you should do for yourself!

Comfort Challenge #2: Establish Your Goals

In the *previous exercise*, you created a *"wish list"* of things you want to achieve in your life. If you did this exercise, you captured a whole bunch of ideas of things you want to *"eventually do"*. Some items could be done this year. Others might take you 20+ years to achieve.

The problem is this list is completely random. It contains a list of what you want to do, but nothing about how you can get them done.

With this exercise, we're going to take this *wish list* and turn it into a series of goals.

To get started, you need to **create a concrete plan** for turning these dreams into reality. Remember, women are attracted to the guys *"living their purpose"*. They *don't want dreamers*. They want the guy who is passionately moving towards his meaning.

In this *comfort challenge*, we're going to continue working on what wrote in the last exercise. Now, you're going to take this "*wish list*" and turn it into a list of actionable items that'll move you towards your goals.

First, you want to take this list and separate the goals into ***long term vs. short term***. Some items *won't be achieved* in the next few years, so they should belong in the long term list.

Other goals can be easily done in the next few years. So you'll have to put them in the short term category. For now, we're going to concentrate on short term (*ie: >5 years*). Eventually, you'll want to work on your long term goals. But for now, I think **it's important that you take care of the things that can be done in the immediate future.**

Next, you want to break down these goals into specific categories. I've found that this can help you keep in mind ***why*** you want to achieve this outcome. For instance, here are a few general categories:

- λ *Career*
- λ *Personal Development*
- λ *Travel*
- λ *Fitness*
- λ *Health*
- λ *Relationships*
- λ *Family & Friends*
- λ *Athletic*
- λ *Fun*

λ *Spiritual/Religious*

λ *Finance*

After you've classified your goals, you want to concentrate on the ones that are **most important to you**. These are the ones that will bring the greatest amount of success and happiness within the next couple of years.

Now that you have a list of goals, you want to structure them in a way that makes it easy to monitor and track. The best way to do this is to write them down in way that's **measurable and date oriented**.

For instance, a common goal that guys have is *"I want to be rich"*. This *doesn't work* because there is no way to measure this outcome. On the other hand, a great example of a goal would be ***"I want to make \$278,000 by December, 2009"***. This works, because you have a specific outcome, with a date for when you want to achieve it.

I recommend you create a **major goal** for *each area* of your life. While you might be capable of doing more, I've found that it's better to concentrate on a few major outcomes. Then add more when you're comfortable with setting and working on your goals. After doing this step, you'll probably end up with about **6-8 different goals**.

To give you an idea of what I'm talking about, let's look at a **few** of my own goals for 2008:

λ Complete my 7th marathon in November

λ Release my first "dating tips for men" product by July
(Since you're reading this, then I've achieved this goal)

☺)

- λ Spend 3 weeks backpacking through Europe in August
- λ Purchase my first home by December
- λ By the end of the year, structure my business so I only work less then 20 hours per week

Some of these goals are a bit lofty. But believe me... I have absolute confidence that I can achieve them.

Furthermore, you probably noticed that none of these goals had anything to do with *"meeting women"*. That's the essence of *"having a sense of purpose"*!

I know that *doing the things that I love* will ultimately attract women. I'll still go out and meet people, but I no longer obsess over trying to *"pick up chicks"*.

With that being said, let's move on to the next step. Here is where things get a *little tricky*...

For each goal, you want to create a series of small actionable items. Usually it's best to take out a piece of paper and write down every possible thing that needs to be done. Then sort them in the order that they need to be completed.

So let's take the above goal of *"I want to make \$278,000 by December, 2009"*, you could use create a small series of goals like this:

- λ Research different businesses for making lots of money
- λ Choose the best option
- λ Write up a business plan

λ Start building your business

λ Etc.

λ Etc.

The logic behind this list of steps is you can easily chunk down the goal into easily manageable steps. It's like the old adage about ***eating an elephant one bite at a time***. Goals are easy to achieve when you have an action plan for success.

Once you create a list of action items, you're going to move into the final step. This is where you get busy working on your goals.

Each week, (*or even each day*) **do one thing** that'll move you closer to the completion of your goal.

Obviously, if it's a major goal, then you'll have to spend *more time* working on it. The key here is to be in a constant state of moving towards your purpose.

As I said before, having passion about your life is one of the keys to your own happiness. Beyond trying to "*pick up women*", this is a routine you should cultivate for all areas of your life. You'll find that when you **do the things that you love**, you'll display an aura that's naturally attractive to the people that you meet.

To close out this discussion, I want to make a quick recommendation of a book that has had a profound impact on my own personal success. [Goals by Brian Tracy](#) is probably the best resource I've ever read about achieving goals in a systematic fashion.

I've read it 3 or 4 times and I'm always referring back to it when I'm stuck in some area of my life. I urge you to check out this book and implement a lot of the strategies that Brian recommends.

Trait #3- Be Passionate

In the previous section, I discussed *passion* in regards to your sense of purpose. Now, I want to move on to something similar...Women are highly attracted to the guys who have a passion for life.

One of my closest friends is an incredible artist. Over the last few years, I've watched him take his **life's ambition** and turn it into a thriving business. Instead of following the "*traditional route*" and going to work for a company, he followed his dream. And ultimately this risk paid off.

Now the interesting thing about my friend is how easy it is for him to attract women. Before he found his current girlfriend, he would always have a new story about a random girl hitting on him. Most often, they would contact him through email or MySpace and talk about how they want to meet and sleep with him!

During my days of "*not getting women*", the actions of these girls really puzzled me. My buddy wouldn't do any work, yet he still had his pick of women. And as I started working on this area of my life, ***I came to realize why my friend was so successful...***

One of the key ingredients to his success in life *and* women was his **high level of passion**. If you hang out with him for more than 5 minutes, you would see a great example of a guy who has a *variety of interests and hobbies*.

Whenever he talks about his activities and artwork, he subconsciously displays many of the qualities that women find attractive. Rather than being concerned with "*getting laid*", my buddy simply enjoys life!

Women are hypnotically drawn to **guys with a passion for life**. In a subtle manner, this type of man displays a sense of purpose that's enticing to your average girl. In a way, she knows that a guy who is passionate about everything will probably be an *exciting, fun* person to be around.

Being passionate is about finding the excitement in any situation. It's all about how you talk to yourself. The words you use have a major impact on how you're perceived. By finding the fun in any situation, you'll display a personality that women want from a guy.

A simple, but effective way to show passion is to embrace the *"awesomeness"* of any situation. Even if you find yourself in a boring or dull environment, think to yourself about ***"what is great about this moment"***.

For instance, let's pretend you're on a *long train ride* to work. Instead of having the mindset of boredom, you look for the advantage of being on this train. Perhaps you would come to the realization that it's an excellent opportunity to meet new women.

Remember, **the words you use (and your self-talk) will ultimately determine your outcomes**. When you look for the excitement in any situation, you'll train yourself to become a more positive, fun person to be around. And this will help become a more naturally attractive guy.

Comfort Challenge #3: Find Your Passion

What makes you special?

This is a *very important* question you should ask yourself. Many guys go through life without a clue about **what makes them unique**. This causes a lot of problems when it comes to meeting women.

A guy without *passion for life* generally displays a boring personality. A woman can meet a guy like this and know that every moment with him will be predictable and unexciting.

To be passionate, try developing a personality that embraces new experiences and looks for the good in everything. For you, this means finding out what makes **YOU** special. When you know *why you are unique*, it becomes easy to demonstrate an engaging attitude that *women love!*

So it's time for another "*pen and paper*" exercise...

With this comfort challenge, we're going to explore the **driving force** *behind your life*. This will create the foundation of your own personal mission statement.

To get started, you're going to take each of the goals that you created in the last exercise and list the reasons **why** you want to achieve them. The key here is to create a statement that makes the goal sound interesting while also

being *benefit driven* at the same time. In other words, you want to describe the **emotional context** behind your goals.

For instance, a **major goal** I had 3 years ago was to “*Create an online home business that I could operate from any part of the world*”. To the average girl, this doesn’t sound very exciting.

But when I use descriptive words (*freedom, challenging, fun, exciting, independence*), I find that it’s easy to connect women to the emotional side of my purpose.

There’s a **specific point** behind this exercise. To become more passionate about your life, you have to understand the emotion behind your actions.

When you make it a habit to *find the greatness in* every activity, you’ll develop an interesting personality. By using **exciting language** when you talk about your interests, you’ll come across as an interesting guy!

Trait #4- Be Attracted To Yourself

Your belief system will ultimately determine your long term success with women. In other words, a lot of what you can do with your life hinges on what you think about. So if you believe you're an *interesting, attractive* guy, then you'll display a confident attitude that's attractive to women.

No matter what, you must **love yourself**. I know this sounds like a hippy, "*new-agey*" kind of statement. But *loving yourself* is one of the keys to being attractive to women. As you you're probably aware of, women are incredibly gifted at detecting our *body language cues*. They can easily sense when a guy has a no confidence in his looks.

Being attracted to yourself simply means fixing what you can, then learning to *accept the things beyond your control*.

We all have our physical limitations. Some are pretty major, while others aren't that important. The truly attractive guy is somebody who loves himself *regardless of his physical flaws*. If you project a comfortable attitude, women will be attracted to you, no matter what you look like.

Now there is one important point I want to make here... If you're morbidly obese, (*or have a controllable physical flaw*), you shouldn't simply accept this flaw and be happy with your looks. What I want you to understand is you should always try to improve all aspects of your life. But not to the point where you hate the way you look.

As you've probably realized, I'm a firm believer in **constant improvement**. This means you should work on

your limitations, but learn to love who you are. The successful guy is positive about his appearance, and is accepting of his personal reality.

So **accept your limitations**. And then move on to changing the things that you **can control**.

Comfort Challenge #4: Create Daily Affirmations

Affirmations are a crucial part of developing a **confident attitude** around women. These are a series of *statements* that can help you *reinforce a goal or belief*. They're designed to encourage the development of a positive belief

As you also now know, *the mind is a tricky thing*. The thoughts we focus always determine the way that we look at the world. So when you have *negative thoughts* about your appearance, you'll eventually *learn to believe* this negative thought pattern.

On the other hand, **a positive belief can create a powerful mindset!**

With affirmations you'll create a daily reminder that you're an attractive guy that women want to meet. And through the *repetitive nature* of an affirmation, you'll eventually learn to believe in this positive statement.

This *affirmations exercise* is a great way to provide yourself with daily feedback about your desired outcomes. What I recommend is you create a series of statements that are the opposite of your limiting beliefs. Then take this statement and put it into a first person perspective where *you've already achieved this goal*.

For instance, you could have a limiting belief that you're too overweight to meet women. So you would first *form the goal of losing this weight*. Then you would create an affirmation that sounds something like this:

"I am a healthy guy who is at his perfect weight"

I recommend you create an affirmation for every belief that's affecting your dating life. They could be could be for your physical appearance, or confidence.

The important thing is you want to use this exercise to overcome a belief that's holding you back from ***"being attracted to yourself"***. For instance, you could create affirmations that sound like this:

"I am a confident guy around women"

"All girls find me incredibly attractive"

"People enjoy the things I have to say"

"I am making positive changes to life"

Finally, I recommend you write these statements down in an area where you can refer to them on a daily basis. Put them in a folder or on a laminated sheet. The important thing is to have these affirmations in a place where you can review them 2-3 times a day.

Now, you may think that affirmations sound a little hokey. But I highly recommend you give them a shot. **Creating a daily ritual, filled with positive statements**, is an excellent way to focus on the areas of your life that need improvement.

Trait #5- Show Confidence

We've all heard it before... **Women love guys with confidence!**

In fact, confidence is **one** of the *two most desirable traits* that women want from a man. (*In the next section, we're going to cover the other one...*)

Confidence can mean a lot of different things to a woman. First, it shows you can be comfortable in any environment. When act in a confident manner, you're letting a woman know you can handle whatever happens. The little things don't faze you. Whereas a *Low Status Guy* gets nervous about a new situation, you approach it in a relaxed, poised manner.

Another thing about confidence is it shows women that you're **high status**. A man with self-assurance subtly displays an attitude that he belongs at the top of the pecking order. This attitude tells women that you're used to being a dominant guy. She knows that a guy like this is a *leader* and can take charge when it's necessary.

Finally, confidence demonstrates a *level of adaptability*. It's human nature to feel nervous in a new situation.

What *"separates the men from the boys"* are the guys who can handle themselves in a changing environment. He doesn't freak out if there's a crisis. Instead, he calmly looks for a solution to the problem.

The best way to show confidence is through your body language and mannerisms.

Remember, women initially judge a man on the way he “*carries himself*”. In order to display a confident demeanor, monitor what your non-verbal language is communicating to women. Here are a few pointers that can help you display confident body language:

- λ Move slowly and deliberately
- λ Hold strong eye contact
- λ Speak slowly and use strategic pauses in what you're saying
- λ Take up space around you
- λ Leave your hands ***out of*** your pockets
- λ Hold your chest and head high
- λ Touch people around you as you engage them in conversation
- λ Make other people *mirror and match* your body language

Now a lot of your confidence comes from your inner game. So as you get more successful around women, this trait will naturally develop. But if you *practice the affirmations* and work hard at meeting more women, you'll find that your confidence will quickly increase!

Comfort Challenge #5: Approach 5 Women Every Day

- As you know, your confidence comes from within. If you *believe in yourself*, then it's easier to succeed with women.
- A lack of confidence stems from a fear of the unknown.
- Guys often associate a negative feeling with the idea of

approaching women. They form a horrible mental picture of being *harshly rejected* by any girl they try to meet. This leads to a **feeling of nervous and anxiety**- *even when they're only thinking about approaching a girl!*

So what's the quickest way over this?

Well, the best way to overcome a lack of confidence around women is to *become comfortable* with the idea of *approaching a woman and starting a conversation*. And the best technique for this is to **simply practice doing it!**

With this *"comfort challenge"* **you're going to approach 5 women (or groups of women) every single day.**

In order to make it easier for you, all I ask you to do is simply practice opening your mouth and starting a discussion. You don't have to worry about using the perfect opener or conversation starter. Just focus on overcoming your feelings of anxiety and learning to talk to women.

With practice, you'll discover something pretty amazing. Starting a conversation *isn't that hard*. Most of the time, people are polite to strangers. Usually, even if a girl isn't interested in a conversation, she won't be rude. What you'll discover is your worst fears won't happen. No girl is going to slap you and even being *"shot down"* won't be as bad as you once thought.

Confidence develops with experience. When you practice approaching on a daily basis, you'll find that it's easy to become more self-assured around women. And this will ultimately help you develop a confident attitude!

Trait #6- Demonstrate Humor

In the last section, I alluded to the fact that women are attracted to TWO *primary qualities* in guys. As you know, the first is **confidence**. Now, let's talk about the other personality trait- **Demonstrating Humor**.

A guy with a funny attitude makes women *feel relaxed and comfortable*. This type of man gets a woman laughing and connects to the side of her personality where she's having fun!

Now, there's a danger to using humor in order to "*attract*" women. You want to be funny, but you **don't want to act like a clown**. Women are attracted to humorous guys, but they're not drawn to the "dancing monkeys" of the world. (*These are the men who use humor as the **only** facet of their personality*). When talking to women, you're humor should be part of an overall high status attitude.

Acting like a buffoon, or using self-deprecating humor is one of the quickest ways to annoy a woman, instead of attracting her. Remember, we're talking about becoming a *Supreme Alpha Male*. This type of guy doesn't feel the need to impress women with his wit. He's funny, but he's not overly concerned if a woman finds him humorous.

As I mentioned before, humor is a pretty big topic. If you look at **any** "*meet women*" product, you'll see that it holds a special place in their seduction process. Whether it's called "*cocky funny*", "*negging*" or "*prizing*", you'll see that humor should be done in manner that puts you in a position of high status. When you use humor, you do it to you're acting in a dominant manner, while showing a funny personality that makes her laugh.

For instance, here are some ways that I use humor in a social interaction:

- λ Giving a nickname to a woman when I first meet her
- λ Teasing her in a friendly manner
- λ Using basic “*push-pull*” techniques to send mixed signals about attraction for her
- λ Mentioning a funny story that recently happened
- λ “*People watching*” and make interesting comments about what I see

Being funny doesn’t mean you have to act goofy. Humor is about having something to interesting to say, while conveying a confident attitude.

Comfort Challenge #6: Becoming a Funny Guy

I firmly believe that every guy has a funny side to his personality. The problem is most men have allowed *social pressure* to influence the way they act in a certain scenarios.

As you’ve learned, humor is a **huge part** of what women find attractive in guys. So there’s no excuse for not developing this side of your personality. And the simplest way to work on this area of your life is to practice using humor throughout the day.

What most guys fail to realize is there’s a **right** and **wrong** way to use humor. It’s all about *timing, pacing, and how you say it*. In a way, being funny is actually a skill that you can develop. The best comedians in the world didn’t start out being that funny. However with

practice and repetition, they were able to hone their craft.

One resource I recommend for developing this side of your personality is to check out the [Comedy Writing Secrets by Mel Helitzer & Mark Shatz](#). This is **the** resource that guys have used it to develop a naturally funny attitude.

To complete this *"comfort challenge"* all you have to do is go to your nearest store (*or hop online*) and pick up a copy. Then read the entire thing! And once you *grasp the concepts*, get out there and practice.

Now if you want to be a little more aggressive with developing a funny personality, you can try an alternate comfort challenge- **Take a comedy class**.

Almost every local college offers a course on improvisation and comedy. You can learn a lot about a humorous attitude by taking a course like this. Most of all, you'll develop that sense of timing and pace that's required to become a truly funny person.

A humorous personality is something that can be developed. The key is being able to tell stories and act in an interesting, yet high status, manner. When you can see the humor in your surroundings, you'll have the power to create a dynamic personality that's truly funny. And this will help you become more attractive to the women you meet.

So, I recommend that do ***at least one*** of these two comfort challenges. When you understand the nature of humor, you'll equip yourself with the skills that are necessary for becoming a funny guy!

Trait #7- Have Standards

A woman won't be attracted to *any* guy who *settles for mediocrity*. The truly desirable ones want to be around a man who can demonstrate that he **has standards in his life** and doesn't accept anything (*or anyone*) below this line.

When it comes to dating, "*having standards*" is a powerful trait you can develop. It shows that you're a strong person who doesn't look to others for validation or self esteem.

In a way, this personality trait is similar to confidence. When you have standards in your life, you subtly communicate that you expect people to ***follow your code of conduct***. Otherwise, you'll have no problem with walking away.

A guy with standards **communicates a number of things** to a woman:

First it shows that you have a ***moral code*** that you strictly follow. This is something that's a highly attractive to a woman. She knows that when you make a promise, you'll follow through. It shows that you're a guy who can be relied upon "*when the chips are down*".

Next, "having standards" is one of classic ways to show a confident demeanor. A guy with this personality isn't afraid to express his viewpoint. Even when somebody else disagrees with his outlook, a guy with standards doesn't back down.

The truth is women will always test you. They do this to see if you're weak and will change your opinion just because you think it's what they want. When you have

standards, you send a powerful message. You let women know that you know what's good for you and you'll never allow anyone to treat you with *second class behavior*.

Finally, having standards is an excellent way to dictate the behavior of others when around you. As I mentioned before, women will test you. When you create a set of rules (*and immediately communicate them*) you create a powerful dynamic. When you tell her a woman that you don't "**put up**" with certain behavior, she learns to follow your rules or you'll "*call out*" her low standard behavior.

Developing a set of standards communicates *how you want to be treated*. This curbs the "*flaky*" behavior you often see in the singles scene. When a woman meets you she'll either behave to your expectations or you'll move on to somebody who will!

Comfort Challenge #7: Create Your Standards

At first, you might think this "*comfort challenge*" is pretty simplistic. In this exercise, all I want you to do is create a core set of standards for your life. Then once you have this list, implement it!

While it'll only take a few minutes, this list can be *pretty hard* to follow. What I'm asking is that you actively confront people whenever you're faced with low status behavior. This is hard to do for the many guys who avoid confrontation.

To get started, you should write down all the important qualities that you want from your friends, family and women you date. This list will ultimately *form your core set of standards*. So be sure you spend some time and

really think about the traits that you want from the people.

For instance, here's a list of traits that I expect from the people in my life:

- λ Honesty
- λ Positive Outlook
- λ Intelligent
- λ Fun
- λ Inspiring

Think of these standards as your own **code of conduct** for your social circle. Identifying what you want out of the people around is one of the quickest ways to attract it.

Writing down the qualities that you want helps you identify the moments when you meet a person who matches your lifestyle. This makes it easy to *surround yourself with people* who fit your way of looking at the world.

Now once you've created this list, you'll arrive at the ***hard part*** of this exercise. What you want to do is communicate your core set of standards with the people in your life. This includes friends, family, and potential dating partners. **This part of the process is important** because it establishes a very clear list of behavior that you will or won't accept in your life

When somebody behaves ***"breaks"*** one of your core rules, you don't hesitate in explaining what you expect from this person. If you do this enough, you'll discover an interesting thing...

Many people need to be told how they should behave. When you establish a core set of rules, you'll find that the people in your life will conform to your expectations.

I understand that you might be afraid of alienating people. What you probably don't realize is that it's actually a good thing to remove people from your life that only bring negativity.

You'll find that being around people that fit your standards is one of the best ways to become much happier and fulfilled with your life.

Trait #8- Be Challenging

Women want a challenge!

Contrary to what you might have heard, it's *not a good idea* to do all the pursuing. Acting overeager can often hurt your chances with a woman. If she knows you're already attracted, *without her making any effort*, you run the risk of her losing interest. Pursuing too much lets her know that it's her decision to continue talking to you.

When you meet a woman, you want to be the challenge! While you're leading the interaction and doing most of the talking, you want to subtly let her know that **you can walk away at any given moment**.

Make a woman question if you're attracted to her. One moment you're talking to her and giving signals of attraction. Then you're saying things that leave her wondering if you're interested at all. You'll find that acting in a challenging manner is one of the best ways to make her work for *your interest*.

As you probably know, the "dating scene" is set up where men are the pursuers and women are the pursued. Your average girl has heard every pick up line and canned approach that's out there. As a result, she's learned to "*weed out the losers*".

A guy who makes it obvious that he's trying to "*pick up*" a woman often forces her to make an instant decision. She can either continue talking to him **OR** she can decide to get rid of him. In the first few moments, a woman will only have his looks and body language to evaluate a man.

So typically *her first response* is to get rid of him as fast as possible.

Being a challenge creates a different dynamic with a woman. Sure, you'll be the one who initiates the conversation. But at the same time, you're not giving a clear indicator that you're even interested.

On the surface, you'll seem like you're talking about a topic, but you're not forcing her into a position where she has to decide to continue talking to her. In a way, you almost seem like you lack any desire to move the conversation towards a physical encounter.

A woman's attraction can be a fickle thing. One minute, she seems intensely interested in a guy. And the next, she wants to get the hell away from him.

*There is **one rule** you should always remember...* A woman will only be attracted to a guy whose social status is equal or better than hers! If you approach a woman with *low status* body language or a lame pick up line, then you'll face a guaranteed rejection.

From the moment you start talking to woman, you have to establish yourself as a challenge. In a way, you want to subtly let her know that *"you're a prize"* she has to must work hard to obtain. Instead of immediately kissing her ass, a challenging guy will do certain things to make a woman wonder about his intentions.

So how do you show a challenging personality? Well, I've found there are 3 ways you can demonstrate *"prize-like"* attitude when you meet a woman for the first time:

- 1) **Qualify-** You want to let a woman know you have standards in your life (*You already know this one!*)

Before you show your attraction, you must communicate that you only go for women who match your criteria. With qualification, you ask her questions that demonstrate that subtly let her know that you only go for a certain type of woman.

- 2) **Teasing-** Using humor in a funny, yet mocking way is another great way to show a challenging attitude. Women are **really** used to guys who approach and act in a supplicating manner. When you tease a woman, you let her know that you're not like other guys. You're not afraid to *bust her chops* or *playfully banter* with her.
- 3) **Pass Her Tests-** Remember how I said women always test guys? Well, this is *especially true* when you're first getting to know her. Without even thinking about it, a woman will do a number of things to see what type of man she's dealing with. One of the quickest ways to demonstrate a challenging personality is to "*call out*" her testing behavior and tell her that you're not like the other guys she's used to dealing with.

Being a challenge is one of the best ways to show a woman that you're at **least her** equal in a social situation. This attitude can quickly change the entire dynamics of conversation. When she learns you're not going to pursue her (*and you've created attraction*), she'll quickly change her initially neutral attitude to one where she's actively trying to get you!

Comfort Challenge #8: Learn to Qualify

This “*comfort challenge*” is **going to require a lot of willpower**. What I want from you is to **stop** doing all the behaviors that you do when first meet a woman. Usually, a guy will behave a certain way when he first initiates a conversation. Typically, these are the qualities of the *nice guy*.

When a guy first meets a woman, he generally displays a lot of wimpy behavior. The logic is the thought that women are attracted to a man “*who is a good catch*”.

He thinks that *doing favors* and *saying nice things* will instantly make him more attractive. For instance, here are some of the more common actions of the nice guy:

- λ Buys her drinks
- λ Compliments her on her looks or clothes
- λ Seeks rapport by asking a series of background questions
- λ Does favors for her
- λ Follows her around like a puppy dog
- λ Shows obvious signs of attraction
- λ Hangs on her every word

As I stated before, giving **too much** attention to a woman places her in an interesting position. Since she knows you're attracted, she can make an instant decision on whether she's going to allow the conversation to proceed. Typically, this choice becomes **very easy** when the guy acts too needy or desperate.

With this exercise, we're going to ***stamp out the low status side of your personality***. Instead of immediately giving social power to a woman, I want you to act in a challenging manner. And the best way to do this is through the process of qualification.

The key to qualification is displaying the attitude of *"You might be interesting, but I'm still not sure about you..."*

When you initially meet a girl, you want to make her understand that she has to *"earn your attention"*. Even if she's the most beautiful woman you've ever met, you have to communicate that you have a set of standards with the people in your life. Her looks aren't going to give her a *free pass*.

Qualification can be done in a number of different ways:

- 1) ***With your body language-*** At first, you want to show disinterested body language. In addition, have a neutral tone with your voice. The goal is to let her know that you're not immediately interested in what she has to say. But as you learn more about her, you start to develop more *"open"* body language.
- 2) ***With your statements-*** One of the best uses for your *set of standards* is they're great for creating a conversation piece. Inevitably, conversations often lead to a discussion of relationships. During these moments, you can insert a few comments about the type of people you want in your life. When you discuss your standards, you're communicating a message that you only like a certain type of woman.
- 3) ***With your questions-*** With women, you often

have to lead a conversation to get her to qualify herself. One way to do this is *ask questions*. I've discovered asking *"what if"* and lifestyle questions are some of the best ways to qualify. Any question can do in this situation. The key is to ask things that are about her personality and interests. For instance, you could use questions like:

- *"Tell me a little bit about yourself?"*
- *"What type of music do you like?"*
- *"Do you have an ultimate dream for your life?"*
- *"What's the craziest thing you've done?"*
- *"How would your friends describe you?"*

4) With your teasing- The final way to qualify is through the use of humor. With teasing, you're communicating that you she has to work hard in order for you to be interested. *You can do this in a number of ways-* Tell her that she's not your type, joke about she's ruining her chances with you, or how you don't date *'nice girls'*.

A woman wants a guy who is *"pre-selected"* others. By being challenging, you're showing that you have a lot of options in your life.

When you communicate to a woman that she has to **contend for your attention**, you'll increase your social value. As a result, you demonstrate that you're better than the average guy she meets. You're a man who is worth pursuing!

Trait #9- Have an Identity

Your average guy goes through life *like a zombie!* He gets up, goes to work, comes home and immediately turns on the TV. Most of the time, he lives a dull existence with no idea of *who is he* or what his *place is in the world*.

Furthermore, ***it's human nature to follow the herd...*** A typical guy thinks that happiness can be found by conforming to a crowd and doing what other people are doing.

In my experience, the most truly interesting guys are the ones who have a *unique sense of identity*. **Women love these types of men!** They know any guy like this understands his place in the world and is moving towards his *sense of purpose*.

Having an identity is about truly understanding who you are! It's about knowing what you want in life and constantly move towards it. This goes beyond simple goal-setting. It's about having a purpose to your everyday existence. When you wake up in the morning, you know that you should *do the things that will bring you the greatest rewards*.

Your identity can be found in a number of different ways:

- 1) *How you dress*
- 2) *How you talk*
- 3) *Your job*
- 4) *The members of your social circle*
- 5) *What hobbies you enjoy*
- 6) *Where you enjoy traveling*

- 7) *Who you prefer to date*
- 8) *Where you're from*

You can largely judge a person based on these factors. All come together to *form your core identity*.

So what is the purpose of having an identity? Well, one of the secrets to conveying an attractive personality to women is **knowing who you are**. When you know your place in the world, it becomes easier to be comfortable with what makes you a great guy.

Furthermore, having an identity is a great way to display your sense of purpose. Women want **authenticity** in a guy. When you have an identity, you speak in a way that's interesting and believable. The words you use convince that you're living the life you talk about and not just making it up.

Comfort Challenge #9: Find Your Identity

To realize your full potential as a man, you have to find your identity. This will be the essence of who you are as a person and how you look at the world.

Unfortunately, I can't tell you how to act...

Your identity should come from within! The way you act (*and what you do*) should be **completely congruent** with your inner-personality.

An unfortunate thing I see in many guys is their need to follow any trend that's out there. A man like this thinks that dressing in the latest fad and buying the hottest product will somehow transform him into somebody who is

cool and desirable.

This is far from reality! When you “*depend on the herd*” for a sense of validation, **you’re not creating an identity**. You’re simply borrowing somebody else’s!

Now, *I’m not against* keeping up with the latest fashion trends. But, anything you wear (*or do*) should be part of who you are. For instance, I’ll often wear designer shirts because I like them and I enjoy how they help project my unique personality. On the other hand, you’ll never see me wear baggy, *hip-hop jeans* or a *crooked hat*, because that’s not who I am!

To find your identity, you have to look at what’s on the inside. Then you make it fit with the way you dress and act. The key is to figure out how you want other people to view you. **Ask yourself:**

- 1) *Do I want to convey a rich, powerful look?*
- 2) *Am I more of free-spirited, hippy type of guy?*
- 3) *Should I go for an athletic, jock look?*
- 4) *Do I want to dress in a preppy manner?*
- 5) *Should I try to convey a sexually confident demeanor?*

All of these identities can be easily conveyed from the way you choose to *look and act*. But again, I want to remind that it should be part of your sense of self. If you try to imitate someone that’s “*not you*”, you’ll only end up looking foolish.

The best way to find your identity is to think about *all the details* of this person. For instance, you should think about:

λ *How does he talk?*

λ *What hobbies does he enjoy?*

λ *Who does he hang out with?*

λ *How does he dress?*

λ *What does he think about?*

λ *Where does he like to go?*

I realize we all “*wear different hats*” in our lives. For 8 hours each day, you might take the role of the “*diligent office worker*” then on the weekends, you could be the “*fun party animal*”.

Because of the demands of modern society, an identity is often forced upon us. What I’m asking you to create is someone who is *part of what’s inside*.

So, **I don’t care** if you work 40+ hours a week as an accountant! If during your free times, you enjoy *traveling and surfing*, then I would consider your identity to be “*an adventurous world traveler*”, not a “*number crunching accountant*”.

Your job does not determine who you are as a person. Your identity is formed by the things *you enjoy doing* and *what you focus on*.

Trait #10- Act Cool

In all likelihood, you haven't thought about *"being cool"* for many years. Growing up, one of our major concerns was to *fit in* and *be well-liked* by our peer groups. The kids who had the most success were the ones who understand the necessity of acting cool.

Now you're all grown up (*hopefully*). Your primary concerns are probably work, school, bills, family and other problems. If you're like most guys, you stopped worrying about *"being cool"* a **long time ago!**

Unfortunately, coolness is still a very important factor when it comes to meeting women. Even if you're a *middle-aged* guy, you have to understand that **you're still being subconsciously judged by people based on your value within a social context.**

When you act in a cool manner, people will be naturally drawn to you! Think of the *"cool guys"* you knew back in school. A guy with the highest value in a group almost always had the best selection of women.

Whenever you're in a social interaction, you have a *limited opportunity* to make a **good first impression**. The guys who do best in these situations are the ones who know how stand apart from the crowd in an attractive manner. They understand that most women will gravitate towards the men who display an *interesting, exciting and fun* demeanor. In other words, **women are attracted to cool guys!**

In a way, the *cool guy* is the quintessential **Superior Alpha Male**. He has all the qualities that a woman loves. Whenever he's around, a girl knows she's in the presence

of a guy who is *more important* than the other men she typically meets.

A great way to demonstrate a cool attitude is **become the center of attention** wherever you go. From the *moment you walk into a room*, be the guy who everyone wants to meet. In order to do this, you'll have to incorporate a lot of traits that we discuss in this report. You'll tell interesting stories, demonstrate an interesting technique and generally control the pace of the conversation.

You can learn a lot about the essence of the "*cool guy*" is by watching the men who do this naturally. A great example can be found in a lot of "*rock stars*". If you've ever checked out a band at your local bar, then you'll see how easy it is for these guys to attract women.

You could make the argument that a lot of their success with women stems from *money or talent*. However, I've seen guys in the crappiest bands still *get a ton of ass!* So, obviously they have something *beyond their music* that's attractive to women.

I honestly believe one of things that girls like about these guys **is their attitude**. In a crowd full of lame men, *all doing the same thing*, the guys in a band know how to stand out. Generally, they *dress differently* and *project a confident aura*. Even if their music sucks, you'll still see these guys prancing around the stage like they own the world.

So what can you learn from a 'rock star'? The best thing you can take from this experience is to understand the importance of **standing out from a crowd**. In a group of people, it's human nature to *follow the lead of others*. But, if you want **incredible success with women**, you have

to look for ways to stand apart- *In a cool manner*. You could do this in a number of ways:

- λ Dress differently
- λ Have interesting things to say
- λ Be the center of attention
- λ Notice the small things about a woman that others miss
- λ Display confident body language
- λ Show something interesting to a woman

As you've learned, **women want passion and excitement in their lives**. By standing apart from other men, you subtly show that you're a different type of guy. In a way, you're showing that you could represent a lot of the excitement that she's been missing in her life.

Comfort Challenge #10: Create Your Look

The first impression you give people is based on your appearance and body language. Without saying a word, a woman will quickly figure out what type of person you are. Don't wear clothes that are outdated, fit poorly OR make you look like a slob! This only tells her that you're NOT a cool guy!

People (*especially women*) judge men by the clothes they wear. If she sees a guy in business suit, then she'll automatically think he has a professional job. On the other hand, if she spots a man with long hair, *wearing ripped jeans*, then she'll think he's probably a slacker.

Remember, **what you wear** helps form the initial opinion women have about you.

It's hard to *get past a bad first impression*. While you can definitely overcome it, I've found that it's easier to ***adopt the mannerisms and wardrobe of a cool guy!***

In this "*comfort challenge*" we're going shopping! One of the quickest ways to remedy an *uncool look* is to take a trip to your nearest mall.

Now, in the previous exercise we discussed your identity. What we're going to do now is purchase the clothing that this type of guy would wear. The important thing is to wear something that's both *stylish* and *interesting looking*.

First, you want to *do your research*. I've found the best way to do this is to study the examples of *guys who **have the look you want***. One of the best ways to check out different magazines and resources which cater to fashion. Some examples are *GQ*, *Details*, and *Men's Health*. Plus [check out one of my favorite blogs \(and their active forum\) for cultivating an 'interesting look'](#):

Furthermore, I recommend you take a look at different celebrities, specifically the ones who match your build and skin tone. Examine what they're wearing.

During this research, you want to figure out the different ***styles*** you can wear. Plus, you want to take note of what brands of clothing these guys are wearing. (*This step is important because you're learning the fundamentals of fashion and how things are meant to go together*)

Once you have an idea of the "*look you want*", you should go shopping. The key is to go to the right store. You want to shop at the places which fit the look you want. So if you're going for the "*surfer, laid-back*" look, then the best

places to go would be **PacSun** or **Hollister**. Or if you're going for a more dressed up, *sophisticated look*, then try a places like **Armani**, or **Express**.

While I don't claim to be an expert of fashion, I understand *what works for me*! So I do recommend that you **ask for help** when you're in one of these stores. Most of the time the people there are great at giving simple recommendations. You should get advice on what to wear based on your *build, skin tone, fit, and style preference*.

When shopping, get started by purchasing **at least 3-4 different outfits**. I know this can be a little expensive. *However*, a simple change to your wardrobe can make all the difference in the world with women!

Finally, I want to briefly cover some basics on accessories. By wearing something a bit unusual, you can stand out from guys. The right choice can help you stand out from the crowd in an interesting manner. For instance, here are some items you can use to accessorize:

- λ Shoes
- λ Belts & Belt Buckles
- λ Blazers
- λ Watches
- λ Rings
- λ Necklaces
- λ Bracelets

As a rule, you want to have an outfit with a few basic pieces. Then add **one or two** items that'll help you stand out. So, don't feel like you have to go out and buy a ton of outlandish items.

Last thought... If you're budget conscious, then I recommend you use your shopping trip as a way to *do some reconnaissance*. Check out the sizing and brand names. Then hop on the Internet and use a service like eBay to find the item at a discounted rate.

Generally, you can find great prices on this site from people who are cleaning out their closet. The only danger is when you get something that *doesn't look right or is the wrong size*. But these risks definitely outweigh the long-term savings you get from these sites. *(I've personally saved a ton of money by buying some items from eBay)*

Trait #11- Demonstrate Strength

A man's strength is something has been a desirable trait for *thousands of years*. Now, when I discuss this characteristic, I'm not talking about being able to bench press 300 lbs. In fact, you can be a *physically weak guy*, and **still be a strong man!**

Demonstrating strength is a *core personality trait* to the Superior Alpha Male. This quality tells a woman that you can handle **anything** that comes at you. When she's in your presence, a girl **knows you can take care of her**. You want a woman to think that if the world falls apart, you can still *"take care of business"*.

Strength is basically another way to *show confidence*. A guy with self-assurance is able to project a quality that's rarely found in other men. He doesn't let the *little things* upset him. And he doesn't stress-out about a problem. This guy simply looks for a solution then fixes it!

This may seem like a prehistoric way of thinking. But like I mentioned before, women have looked for the same qualities in a guy for thousands of years.

So, you might meet a girl with her own sense of identity. She's probably a smart, capable woman. However, when it comes to her dating partner, she'll *still* select the powerful guy who can make her feel *safe and secure*.

Notice those words- ***"safe and secure"***...

This is the essence of a guy with strength. When you're around a woman, you want to convey the attitude that nothing really fazes you.

This means not reacting to the small *stresses* and *annoyances* of life. This is easier said, than done. At first you might have a problem with controlling your emotional reactions. But with a bit of practice, you'll find it's easy project a calm attitude whenever a problem presents itself.

Comfort Challenge #11: Behave Like a Strong Guy

As I mentioned before, the key to strength is being able to **handle** the many stressors that life throws at you. A strong guy is somebody who can face a challenging experience in a relaxed and poised manner.

In an *uncomfortable or stressful* situation, your average guy demonstrates a lot of undesirable qualities. Some face it with frenetic energy. Others get really hostile and angry. And some simply "*cave in*" under the pressure.

To display strength, you have to practice facing the world in a relaxed state. When you're not overly concerned about any situation, it's easy to give off a vibe that you can handle any problem that might arise.

So what do you do if you have problems with being relaxed?

Well, one of the best ways to become relaxed is to simply ***practice being relaxed***. To do this, I recommend a routine that many actors use. Before auditioning for a part, a lot of people use the following exercise to help them display a **presence** when they're "*on stage*". Here are the basics of that exercise:

Step #1- Start with a mirror

The first step is easy. Each day of the week, look into a mirror and study your face/body. During this exercise, you want to identify any spots where you feel stress. (*You'll find that there are number of areas in your body that are filled with tension*)

For each "*stressed area*" you want to take a few deep breaths and release this tension. Then keep doing this until you can release the stress in all parts of your body. With a bit of practice, you can quickly release all the tension in your body with a single breath.

Step #2- Work with a Friend

It's actually *pretty easy* to release stress when you're in a controlled, isolated environment. The trick is to do it when you're face with a stressor. In this next step, you're going to practice alleviating this tension when you're in an uncomfortable situation.

A great technique is to practice with a friend. In this exercise, you'll have a conversation and ***purposefully*** discuss topics that would normally create an emotional response. You want to discuss things that would make you *angry* or *nervous* or even *stressed out*.

During this conversation, you should observe how your body reacts to this conversation. Pinpoint all the areas that feel tense and nervous. Then simply *release your breath* and *let out the tension* that's created by these emotional topics.

Step 3- Talk with Strangers

After you've grown comfortable with this *"learning environment"*, you'll want to do the same thing with random strangers. As you know, the thought of approaching women often fills guys with a ton of anxiety. But with this exercise, you'll learn to relax whenever you're meeting a girl for the first time.

This exercise is similar to the one that I recommended to build confidence. In fact, *add this small step* when you're out there approaching 5 women a day. Besides gaining experience with starting a conversation, you want to monitor your emotions when you're talking to a woman. Then do the same thing that I recommended before...***Find your tense areas and slowly release this stress!***

Being a strong guy means knowing when to relax around women. If you complete these three steps, you'll discover it's easy to display a poised, powerful attitude.

Trait #12- Display Your Authority

Women love guys in a power position!

Actually, it's true that all people, *not just women*, enjoy being in close proximity to a person in a power position. Whether it's a *politician, policeman, sports figure*, or *famous movie actor*, we enjoy "*rubbing elbows*" with the **elite members of society**. In a way, meeting (*or knowing*) an authoritative person gives us a feeling of increased social status.

You can use this quality to ***your advantage***. Since women naturally gravitate towards an authoritative guy, you could learn how to project the same kind of attitude.

Done correctly, a guy with an authoritative attitude has all the same qualities as a high status person. He's **well connected**, he's *knowledgeable* about a variety of topics and he truly *understands social dynamics*. When you act like an authority *you know how to do things* and you're *not afraid* to voice your own opinion.

I first discovered the *effectiveness of authority* when I was reading a book on human psychology. In this resource, the author stated humans tend to believe anything they're told if it's said with enough conviction. So if you see a guy on television talking about all his money, you'll probably trust him if he shows enough "*proof*" and seems believable.

With a woman, ***you can the 'authority principle' to your advantage***. By acting confident in what you're saying, she'll tend to believe you. In fact, you want to develop the habit of controlling a conversation and steering it towards topics in which you're knowledgeable.

In essence, being an authority means **leading an interaction**. You talk about things that help build attraction and you ignore (*or avoid*) the topics which do nothing to maintain that sexual chemistry.

When you display an authoritative attitude, you're subtly telling a woman that *you have a lot going on in your life*. You're comfortable around people and know what interests them. Instead of sitting in your room playing **Guitar Hero**, you're out doing stuff that's interesting to discuss.

Comfort Challenge #12: Learn About the World

An authority is a guy who has his *"finger on the pulse"* of the world. He's equally comfortable talking about a new song as he is discussing world politics. This man often controls a conversation, but *makes sure everyone is included*.

To become an authority, you have to *learn about the world!*

Now, the one thing that shocks me is *how little* the average person knows about life. Speaking from my own experiences, I've unfortunately discovered that the typical human won't make any effort to learn anything beyond what's taught during school. (*To them, if it's not featured on **American Idol** or **MTV**, then it's not worth learning.*)

In this *"comfort challenge"*, we're going to help you learn how to project an authoritative attitude. As part of this exercise, I'm going to ask you to do a little bit of learning. (*Don't worry, I think it's pretty fun to do this challenge...*)

What I want you to do is learn about a variety of topics

that can help you engage anybody in a conversation and make you seem completely knowledgeable. For instance, here are some ways you can learn a variety of things:

#1- Entertainment:

Entertainment, and celebrity gossip is a guilty pleasure that a lot of people have. As a result, I think it's important to learn as much as you can about pop culture. You can do this by looking at the ***Billboard Top 100***, watching a little bit of television, or reading an entertainment magazine.

#2- Sports:

This topic is usually what most men discuss with one another. I've found that it's useful to learn about local teams and have a basic understanding of *all major sports*. For instance, I'm not really a ***NY Mets*** baseball fan, but I know enough about them where I can talk to anyone who likes them.

#3- Psychology and Human Relations:

Knowing a lot about humans and the way they interact is like "*conversational gold*" to women. For some reason, girls ***love*** discussing emotions and their underlying meanings.

I recommend you learn as much as you can about humans. Try reading *at least one book a month* on the topic. Check out topics that discuss *body language, how to make friends, cold reading, and self improvement*.

#4- World Events:

Learn about the events that are shaping our world. *Every*

day, go to CNN.com and get at least a quick update on some of the headlines. Also, spend a little money and get a subscription to **Time** or **Newsweek**. There's no excuse for not knowing what's happening in the world.

#5- Look for New Experiences:

Some of my favorite conversation topics come from the people I've met in my life. And *you can learn a lot* simply by introducing yourself to new people. Don't only focus on meeting women. Try making friends with a variety of people. You'll discover that having a conversation with a person who is nothing like you can help you develop a unique perspective on the world.

Being an authority means you're comfortable with *any topic* that's discussed. If you incorporate the above five exercises into your life, you'll discover you have a lot to discuss when you meet a person for the first time.

Trait #13- Be the Fun Guy

Women make a *connection* to a guy's demeanor and what he could be like in the bedroom. **When you act like a fun guy**, you make her realize that you might be fun "*in many other ways*". In other words, an exciting personality directly taps into the pleasure side of a woman's brain! (*This is a good thing*)

One of the major problems I see with conversations between the genders is what is normally discussed. **Most guys make the mistake by discussing things with a woman in a logical manner.** They think a woman wants to hear about *boring* background information.

So they steer a conversation towards topics based on facts (*i.e. job, hometown, background, interests, etc.*) While these are useful topics for rapport, they do nothing to build attraction.

As you know, a woman is an emotional creature. When she meets a guy, she enjoys that tingly feeling of **sexual tension**. The guy who can **engage the emotional side** of her brain is the one she'll be attracted to. And one of the best ways to trigger this response is to *display a fun personality*.

When you're a fun guy, your goal is to *avoid all boring conversations*. Instead, focus on being the man who can bring a woman on an emotional roller coaster. One minute she's laughing and having fun. The next, she's "*turned on*" and is wondering if you're into her.

Being a fun guy can be accomplished in a number of ways:

- 1) *Describing the hobbies you enjoy*

- 2) *Using your unique sense humor*
- 3) *Engaging an entire group in a conversation*
- 4) *Telling interesting stories*
- 5) *Demonstrate a fun routine*
- 6) *Discussing the fun people you know*

Each of these qualities is designed to **bring out the fun side of your personality**. They show an exciting attitude while engaging the emotional side of a woman's personality. You'll find that using these techniques will naturally lead an interaction towards a fun conversation.

Comfort Challenge #13: Developing Your Fun Personality

When it comes to attracting women, *some guys are just naturals*. They don't think about what to say or do. They simply display a naturally fun attitude that **women love!**

Naturals come in all shapes and sizes. Some of the best guys at picking up women happen to also be really *poor or ugly*. Obviously this means that their success is not depended upon their looks or money. It's something within their attitude that attracts women.

So how do these men know the secrets for unleashing the wild side in a woman? The truth can be found in their demeanor around women. The successful naturals all understand the importance of displaying a positive aura!

These men intuitively know the importance of triggering a woman's positive emotional response. In other words,

naturals are *fun to be around* and *provide an interesting perspective* about the world.

I've found that you can identify a *natural* by the way he talks. A guy like this knows how to discuss any topic in an exciting and interesting manner. He can turn even the most mundane topic and make it engaging to a woman. Since most people live boring, unfulfilled lives, a natural is an exciting change of pace!

Another way you can identify a natural is by the things he discusses. Most importantly, a guy like this avoids much of the **negativity** that's displayed other men.

Think about it... a lot of people's conversation is one long *"bitchfest"* about the problems in their lives. The naturals avoid the negativity by knowing how to express a problem in a positive manner. To illustrate, let's go over a few statements made by negative person **and** by a natural:

The Negative Guy:

- 1) *"Those girls are so bitchy. I can't believe they treated me like that! "*
- 2) *"This is the worst service I've ever had. Where the hell did they hire this waitress? "*
- 3) *"I'm so tired right now. I don't feel like doing anything right now"*

The Natural Guy:

- 1) *"I didn't do my best in that set. Next time, I'm going to display more energy and positive body*

language"

- 2) *"Looks like we're not going to have the greatest service tonight. But, at least I know the food is going to be awesome! "*
- 3) *"Who is tired? I'm ready to go!"*

The words you choose ultimately determine your outcomes. The above statements both discussed the same topic. But the *natural* found a way to put a positive spin on a potentially bad situation.

For this *"comfort challenge"*, I want to help bring out the natural side of your personality. And the best way to do this is to **monitor and alter the words you choose to say**. You'll find that altering your speech patterns will help transform you into a more exciting, fun guy to be around.

First, I want you to spend a few days, and write down the exact statements you say to yourself whenever something *"goes wrong"*. You'll discover that a lot of your conscious thoughts and words are filled with negative emotions. These in turn, often develop into a self-fulfilling prophecy where you feel *angry, sad or anxious*.

Next, we want to address this negative self-talk. With this exercise, we're going to alter the surface thoughts you have every day. Instead of allowing harmful thoughts to invade your conscious, we're going to *"snap"* your mind out of it! Whenever you feel a negative thought creep into your head, **pause for a second** and then look for a positive benefit that you might be receiving from this experience. You'll discover that it's actually pretty easy to find a *"silver*

lining" in any situation.

Finally, you should do this exercise for a whole week.

At first, it might be hard to control all your negative thoughts. But with a bit of practice, you'll find that it's easy to develop a more positive outlook on the world!

Trait #14- Be the Leader

One of the harsh realities of dating is women get bored- really quickly. If you're not providing a *fun, exciting* experience, then you run the risk of forcing her to find a guy who will!

A lot of times women will settle when it comes to finding a romantic partner. Usually this comes from of fear of *being alone* or not being in a *comfortable* relationship. The problem is while they're in a stable situation, most secretly yearn for the guy who can provide them with a bit of excitement.

An exciting guy has many qualities. In the previous section, I discussed how one of the major traits a woman looks for is fun. Now, I want to talk about a quality that's closely related. It's the guy who can show the leadership characteristic.

Women want a guy who is not afraid to ***take action***. This is another quality that stems from evolution. The ***"leaders of men"*** were often the most sexually desirable. When a woman selects a mating partner, she would inevitably gravitate towards the guys who were a *cut above the rest*. And since the *leaders* of a social group where proven to be dominant, they would display the qualities that women wanted.

So what draws a woman to a leader of a group? This is an interesting question to find out... Most of the time, the leader isn't the *smartest* or the *best looking* or even the *toughest*. However the leader has ONE great quality- He can *control the actions* of other men.

How do you display the leadership quality? The best way to demonstrate this trait is through your actions. With women you can't tell them that you're the leader. You have to show it through the *things that you do*.

First off, this quality is shown through the way you make decisions. Whereas the *Low Status Male* waffles in his choices, the leader is decisive. He's able to quickly assess a situation and can ***make an instant decision***. In order to "*stand out from the crowd*", you should make decisive choices and then have the confidence to stick by them.

Another way to show leadership is how you *handle social interactions*. The leader is somebody who can control a conversation, but ensure that everyone is included. Furthermore, a guy like this is somebody who enjoys *planning an activity* or *taking charge* of an event. Instead of allowing others to make decisions, the leader is the one that everyone looks to for good times or excitement. In essence, he's the *focal point* of any interaction!

Finally, you can identify a leader by his body language. In a social interaction, the leader is somebody who:

- λ Makes strong eye contact with everyone
- λ Is the center of a conversation
- λ Moves at the front of the pack as a group travels through a venue
- λ Seems relaxed and casual
- λ Tells interesting stories that captivate everyone's attention.

As you see, there are a lot of qualities and traits that capture the essence of a leader. The important thing to remember is you should always be the person *who is in charge of your social circle*. Don't rely on others to take charge. Instead, be the guy who everyone looks to for an exciting experience.

Comfort Challenge #14: Develop Your Leadership Skills

As you've probably noticed, there's a strong similarity between the characteristics of fun and leadership. The fact is if you work on one trait, you can often *improve the other*. A truly fun guy is the person who is often leading his friends towards an exciting experience.

The best way to be regarded as a leader within your group is to simply ***start acting like one***. This *doesn't happen* by telling your friends that you're in charge. Instead, it comes from becoming that guy who is always planning an interesting activity. And the more you do this, the more your social group will regard you as the leader.

What I suggest is you *plan out all the activities that you enjoy doing*. Then build your social circle around these events.

Most groups get stuck in a rut where they do the same thing every time they go out. Instead of continuing this pattern, become the guy who finds an interesting *"new venue"* to check out. Then plan a night around going to this place.

Planning an activity doesn't only mean you have to go to a bar. Instead, you could plan a whole series of events that

have nothing to do with the traditional *“party scene”*. For instance, you’ll discover a lot of interesting things by checking out your local community paper. Most of the time, it’ll provide a ton different activities you can enjoy in your area.

For instance, one of my favorite memories was going apple picking with a group of friends. During this event, we ran around the orchard pegging each other with apples and ate till we almost puked. This activity *didn’t involve alcohol* and it *wasn’t that expensive*, yet the girl I brought absolutely **LOVED** it.

Now, this raises an important point...

You can use your *“event planning”* to help improve your dating life. One of the principles of attracting a girl is to *“bring her into your world”*. By showing her a bit of find, you’ll further demonstrate your attractive qualities.

Fun events with your friends can great for dates! Rather than bringing her to a restaurant, you could **create a fun experience by inviting her to an event that you planned**.

So, when you come to the end of an initial meeting, you don’t have to fumble with the standard *“let’s hang out sometime, can I get your number”* question. Instead, you could talk about the exciting things you enjoy, then invite her to *“tag along”*.

You might think women will be turned off when a guy takes charge and dictates the course of a date. However, the truth is they want a guy to **take charge** and be the one to decide upon an activity. It’s a classic example of the guy who comes along and *“sweeps her off her feet”*!

So, with this *"comfort challenge"* I want you to become the plans an event for your friends. **At least twice a month**, you should create an event that'll include all the people within your social circle.

You'll find that doing this enough will change the way that people look at you. Eventually, you'll reach a point where you get daily emails or calls saying *"Hey [Your Name], when are we going out next?"* When people start looking to you for fun, you know you've arrived at that moment where you've become the leader.

Trait #15- Remove Your Desires (*At First*)

One of my favorite movies is called '*The Tao of Steve*'. If you watched it, then you would realize there is a lot you could *learn a lot about attracting women* from watching this movie. Throughout the film, the main character **Dex**, discusses how it's easy to succeed with women. All you have to do is *follow three simple steps*:

- 1) **Remove Your Desires**
- 2) **Be Excellent**
- 3) **Be Gone**

I feel this philosophy is it's absolutely correct! In fact, many of the principles and techniques I discuss in this report are *similar* to what's discussed in this film.

Now, let's take a close look at the first rule. Removing your desires is *one of the best things* you can do when you first meet a woman. This can be *pretty confusing* for your average guy.

We've all grown up with movies that emphasized that the best way to attract a girl is to reveal our feelings and then try to "*win her over*". Unfortunately, this really doesn't work when you first start talking to woman.

An aloof personality can actually be the thing that initially attracts a girl. In a way, she wants to be with a guy who doesn't "**need**" a woman. A guy who acts too needy, gives off a desperate vibe that's *not attractive*. Removing your desires shows that *you have a lot going on in your life*. It also demonstrates that you're **high status**

enough to not really care about the opinion of someone you just met.

The ***“players”*** of the world seduce women for one simple reason... They give off a vibe that any particular girl is easily replaceable. If it doesn't work out with one, then they could easily *find 3 or 4 more*. In a way, these men exude a *“take it or leave it”* attitude that's attractive to a lot of women.

When you first meet a girl, you want to act differently than other guys. Your average male usually *“hits on”* a woman from the moment he meets her. Instead of acting like this, you want to be the man who doesn't seem to care about *“picking up a woman”*. This is one of the quickest ways to appear different from the losers who usually approach a woman.

Furthermore, it actually helps if you display an attitude of active ***disinterest***. You're talking to her. But, at the same time, you don't seem to *really care* if she's attracted to you. This kind of aloof attitude can often cause confusion in a woman. Remember, she's used to guys always hitting on her. By not seeming to care, you'll give off a major lack of neediness.

Finally, ***“removing your desires”*** is one of the best ways to *display a confident attitude*. A woman wants a man who with options. She doesn't want the guy who'll date a girl because she's the only one who likes him.

A confident guy with options makes her feel special because he is a “valuable prize” that's desired by other women.

Comfort Challenge #15: Find Her Faults

This “*comfort challenge*” is designed to eliminate the “*putting women on a pedestal problem*” which is common in the dating scene!

A strange thing happens to your average man when he meets an attractive girl. He transforms from a normal person, into a needy wimp who feels the need to kiss ass.

This phenomenon typically stems from a guy’s perspective of attractive women. When a man first talks to a girl, all he sees is her *looks and physical attributes*. If she’s very good looking, then the problem gets worse. What usually happens is a guy will see her looks and *automatically* form the opinion that she’s “*the perfect woman*”.

In order to “*remove your desires*”, you have to find a way to drive away the sexual impulses you experience when you first talk to a girl. You want to *continue the fun conversation*, but also make it seem like you don’t really care if you “*pick her up*”.

At some point, **you have to realize that no woman is perfect**. Even the beautiful, *goddess-like* women! Everyone has their flaws. *And in this exercise, we’re going to look for her faults....*

First, I want you to create a list of all the negative traits that you don’t like about women. I’ve found the best way to get started is to think about all the crap you were subjected to with your past girlfriends:

λ Did she nag too much?

- λ Was she mean-spirited
- λ Was she dumb or acted in an unintelligent manner?
- λ Did she have a lack of adventure or excitement?
- λ Did she “let herself go” and didn’t care about her appearance?

The point of this list is to help you come to the realization that every woman has her faults. When meet a girl, I guarantee *she'll have something wrong with her*. By creating a list of undesirable qualities, you activate your conscious mind and **figure out the qualities you want to avoid**.

Once you have this list, you want to **assume** that a woman *has one of these qualities* when you first meet her. In fact, I recommend you actively look for evidence that she has *something wrong* about her.

This mindset can be very powerful during an initial meeting. By “*screening her*” for negative qualities, your preventing your mind from caring to much about an outcome. Instead of giving off the desperate, needy appearance, you’re acting in a powerful manner. You won’t be *hoping she’ll be attracted!* Instead, you’re giving off the vibe that you know there’s something wrong with her, but you **might be interested** if she proves herself.

This exercise may seem a *bit dramatic*. But, I’ve found that guys often kill an interaction by *acting too interested* when they first meet a woman. By looking for her flaws, you’ll change the way that you look at women. You’ll become the guy who qualifies a girl before he shows any interest.

Trait #16- Have Options

In the last section, I mentioned how your *average guy acts too needy* when he approaches a girl. From the *moment he speaks*, he gives off the vibe that he's interested. That's why a guy often fails when he tries to initiate a conversation. A woman knows his approach is not a coincidence. In a way, she can tell that he wants something from her

As you know, the first way to eliminate a needy vibe is to remove your desires. When a woman senses that you *might not be attracted*, she'll subconsciously work hard for your attention. That being said, *another way* you eliminate an "*aura of neediness*" is to **demonstrate that you have options in your life.**

A powerful attitude to have around women is that you *have* a lot going on in your life. In essence, you should demonstrate that have a lot of interests, you date different women, and you have a wide social circle. With your general attitude, demonstrate the attitude that your time is valuable and you don't want to waste it with somebody who doesn't give value back.

A guy with options is somebody who doesn't place too much importance in any particular conversation. He knows if she's not interested, then he can move on to somebody who will be. Failure is not a word in this guy's vocabulary. Every experience teaches him a valuable lesson that can be used on the next approach.

When a woman talks to a guy like this, she senses that he doesn't "need her". In fact, it seems like he could "walk away" at any given moment. This attitude *causes a bit of tension* in a girl.

She knows he *might be attracted* but he's not showing an overt level of interest. Furthermore, his body language and attitude makes it seem like he could leave the conversation at any time and go talk to another girl.

Having options is one of the best ways to increase your social value. When you give the appearance that you're desired by other women, you'll force her to *work hard for your attention*.

This is classic salesmanship... When you're buying a product, you're more inclined to bid higher or pay more if you sense that other people are interested in the same item.

The *"walk away"* gives you an amazing amount of leverage with women. By talking to different girls and making it seem like you could end the conversation at any moment, you'll create a subconscious push in a woman's mind. She either has to do something to impress you or risk losing you to another girl.

Comfort Challenge #16: Work the Room

A man with options doesn't latch on to the *first girl* who shows him interest. Nor does he settle down with somebody just because *she wants a relationship*. A guy like this is somebody who creates a demand for his time and spends it with people who only *offer true value* to his life.

In this *"comfort challenge"*, we're going to help you cultivate an attitude of having options. What I ask will *push the boundaries* of what you would normally do in a

social venue. The next few times you go into a bar/club environment, I want you to practice what I call *“working the room”*.

With this exercise, you’re going to walk into a social venue and approach different groups of people. You’ll do the normal approach/opener techniques then demonstrate value. Normally, this would be the point where you isolate and qualify a girl. Instead of doing this, **you’re going to practice talking to a group and then walking away.**

“Working a room” is a powerful way to demonstrate a **Superior Alpha Male** attitude. Approaching and walking away, subtly tells women you have many options in your life. And this is especially true when a woman displays signs of attraction that you **don’t act upon**. By disengaging from one group and talking to another, you’re showing that you have different things going on in your life.

Another technique is to practice group management. I often like to approach a group of people, talk a little bit then get a nearby group to join in. Usually the best way to do this is to lead the conversation towards a topic. Get their opinion. Then ask another group about their opinion.

This exercise is an excellent way to build your social skills. Remember, a leader is the focal point of any social interaction. He’s the one who steers the conversation and is in control of what’s usually discussed. By merging and addressing different people, you demonstrate the attitude that you’re used to talking to many different people—Especially women. *This leads to my final point...*

Creating jealousy is a good thing! When you *work a room*, you want to meet different women. This is a *great*

way to create a demand for your attention. By building attraction and then *walking away*, you'll create a lot of sexual tension.

If a girl's interested in you, she'll feel that pang of jealousy when she spots you talking to another girl. Eventually, she'll be more inclined to *"prove herself"* when you re-approach her later in the evening.

Remember, a woman doesn't want a guy that's too easy. *Working the room* is a powerful way to demonstrate your social skills while showing that you have a few options. It can help you meet a lot of women and then determine which one is right for you!

Trait #17- Voice Your Opinion

The ‘Yes Man’ isn’t attractive to women. He’s the guy who agrees with everything a girl says. Secretly he has an opinion, but is afraid to voice it. That’s because he’s afraid that women won’t like him if he is disagreeable.

This type of guy doesn’t make a woman interested. In fact, she knows that he can be easily manipulated and controlled.

Now as I’ve said before, **women want a challenge from the guys they meet.** When you agree to everything she says, the only thing you *demonstrate is a lack of standards* in your life. In fact, this is another classic way to display a needy attitude that’s generally repulsive to women.

Furthermore, not having an opinion basically tells women that you’re only concerned with sex. On some level, she’ll know that your constant agreement is done because you’re primarily concerned with “*scoring*”. She knows that you display *nice, compliant behavior* because you secretly hope it’ll lead to sex.

The **Superior Alpha Male** understands the importance of voicing his opinion. While *he might want sex*, this guy won’t sacrifice his integrity or “*cave in*” just to appease a girl. If he hears something he disagrees with, he’ll give his opinion. In fact, because of his leadership quality, he’ll often voice his unique perspective of the world.

Giving your opinion doesn’t mean you have to be an asshole. It simply shows that you’re a real, genuine person who isn’t afraid of a challenge. Don’t worry if you “*might be wrong*”. As long as you’re polite and stay away from “**hot topics**” (*religion, politics, abortion*), it doesn’t

really matter what you say. Your viewpoint is your own and it's a good thing that you aren't afraid to tell people what you think.

Finally, I want to remind you of an important thing.... **Women test guys!** They do this to see if you're a strong-minded guy who defends himself or if you're a weak guy who caves in. To pass her tests, you want to challenge and stand up for yourself.

Disagreeing with a woman (*or giving back your own challenge*) is a powerful way to demonstrate that you're different from the other needy men that she meets.

Having an opinion is a great way to demonstrate a *strong, confident attitude*. While she might not agree with it, you'll show that you're tough enough to not back down when somebody has a different viewpoint. And if *she's testing you*, it's a good thing to challenge them and show that you're not a weak man.

Comfort Challenge #17: Crystallize Your Thinking

Having an opinion means being able to really understand what you're talking about. Instead of trying to *"fake a conversation"*, you should take the time to really find out what you think about the world. Unfortunately a lot of people go through life never really having an opinion.

In this *"comfort challenge"*, **I encourage you to create a core philosophy for your life**. This is similar to the exercises where I asked you to form an identity and set of standards. Everyone has an opinion. *And in this challenge, we're going to help find yours...*

First, I want you to write down the things that truly matter to you. For instance, you'll want to discover the things in your life that truly matter. *Is it your work? Is it your relationships? OR is it your hobbies?*

With this task we're going to find out what **truly gives meaning to your life**. *What gets you out of bed every morning?* It doesn't even have to be something that you currently have. If your passion is to *become a millionaire*, then this is a goal that matters to you.

Next, I want you to discover where you really stand on a number of issues. A typical conversation covers a number of different topics. So, it's important to find out where you stand on things like *religion, politics, entertainment, sports, law, relationships, etc.*

While I believe you should never get into a heated discussion about many of these topics, **I still think it's important to expand your thinking** to the point where you can *intelligently discuss* any topic.

Doing both of these exercises can give you a lot of leverage in a conversation. By *crystallizing your thoughts*, you'll become the guy who can intelligently engage anybody in a discussion.

Furthermore, you'll have a well-rounded personality that helps when meet a variety of people. You'll have an opinion and you can voice it in an intelligent manner.

Trait #18- Control Your Emotions

One of the biggest misconceptions about the **Superior Alpha Male** is he's a *testosterone-fuelled asshole*, itching for a fight. In fact, many people think that the only way to become this way to act in a more *dominant, aggressive* manner. The truth is being high status means a lot of things, but it doesn't mean acting in any way where you lose control of your control of your emotions.

In reality, a high status male is the epitome of the perfect man. He's humorous, without using self-deprecating humor. He leads, without being pushy. AND...He's strong, while never losing command of his emotions.

An attractive guy is somebody who can reign in his emotions in any situation. If a dangerous situation arises, **he acts cool and confident**, while everyone else falls to pieces. Even when he feels an emotion, this guy has enough self-control to maintain control.

To help illustrate this concept, let me talk about something I witnessed last week... I was on line at a Starbucks's coffeehouse that was pretty crowded. At the head of the line was this businessman decked out in his "power suit".

Apparently his order got screwed up, which caused him to literally scream at one of the girls working the counter. This is someone who is supposed to be a *professional*, yet he couldn't control his emotions over a simple mistake.

The funny thing is he did nothing to help the situation. I could tell that the people who witnessed this event had the viewpoint that they were looking at a 'childlike' man who

couldn't **control his temper tantrums**. Furthermore, there were a couple of attractive girls who looked *embarrassed* to be in the same room as this asshole. (*If he remained calm, and actually had a personality, he could have easily attracted one of these girls.*)

As you've learned in this report, **self mastery** is one of the key components to becoming the **Superior Alpha Male**. An inability to control your emotions is one of the *quickest ways* to show that you don't have this quality. If you can't reign in your anger, whenever something doesn't go your way, you'll ruin your chances with many women.

That being said, there are times when getting a *little angry* is a good thing! You'll often experience moments when you're in a dangerous situation that *requires a bit of aggression*. The key is to know how to effectively use your anger to diffuse these situations and *NOT turn it into a fistfight*. I've learned that most of the time, all you need to do is stand up for yourself and *not show weakness*.

Controlling your emotions doesn't mean you let people *walk all over you*. Instead, it's about knowing when to confront someone and when to let something slide. *Always defend yourself*, but don't get angry or emotional over the things that really don't matter.

So remember this simple formula:

No sugar in your latte' = Control your emotions
A guy threatening your girl = Get angry

Your emotions can be an effective tool. When things go wrong, you remain calm. When other people get angry, you don't react. **And...** When someone threatens your safety, you know how to kick ass.

It's interesting to be around someone who controls his emotions. Nothing seems to faze this guy. But when he gets angry, you pay close attention...

If you want to be like this man, **take command of your emotions**. Most of the stuff you get upset over really won't matter. When you control your reactions if something doesn't go your way, you become the calm, collected guy that women desire!

Comfort Challenge #2: Establish Your Goals

This is a “comfort challenge” that’s had a huge impact on my personal life. At one point, I had trouble with controlling my temper. *A lot of this anger stemmed from a lot of different problems...*

I commuted 2 hours each day in the worst North Jersey traffic to a job I hated. In addition, I had a lot of problems in my personal life which caused some internal conflict. And finally, I felt completely unfulfilled with pretty much *every decision* I made up to that point.

Needless to say, I wasn't a fun person to be around. I couldn't control my temper and I seemed to lose my cool at the slightest provocation.

The turning point in my life was when I came to a startling realization... I wasn't angry at the world. I was angry at myself. I knew deep down that **all my problems was the direct result from the decisions I made**. *It wasn't the people in my life. It wasn't the drivers on the road. And it wasn't my boss's fault... It was mine!*

What finally clicked in my head was the fact that I had

control over every outcome that I experienced. I could choose to be angry OR I could choose to gain mastery over how I reacted to every situation. (Hopefully, you figured out which decision I made!)

Gaining control over your emotions isn't that hard to do. When you're presented with a situation where you're angry, *take a deep breath and let go of this emotion.* You'll find that a **"quick pause"** often releases the tension that's caused by an uncomfortable situation. Furthermore, you'll discover that *90% of life's little annoyances* really are not worth getting upset over.

With this exercise, I recommend do this **"quick pause"** in each situation and then visualize what's the appropriate response. In your head, calmly count to 10 **then** decide on an appropriate action. I guarantee most situations *don't require* you to lose your cool or act like a child.

In fact, most situations can be easily fixed without getting angry. Even when you feel like you're not getting *"what you deserve"*, you can still get results by discussing the matter in a non-confrontational manner.

Unfortunately, there are some people who have real anger problems. If you find that your temper can't be controlled, then you might have a few issues which need to be addressed. I would advise that you find out why you're so angry. In fact, you might want to see a psychologist who can help you reign in your emotions.

Finally, I want to recommend a great book that helped put a broad perspective on many areas of my life: ***"Don't Sweat the Small Stuff"*** by *Richard Carlson*. This guide is a great resource for modern living. It provides practical advice on how handle the many stressors that happens in

your life. After reading it, you'll discover that almost everything *isn't worth* getting angry over.

Remember, **life is way too short to be pissed off at the world**. Controlling your anger isn't just good for your success with women. It's about making yourself happier and enjoying life a little more...

Trait #19- Create Loyalty

Loyalty is an important characteristic to women! In fact, when it comes to a long-term relationship, this is mandatory trait! A guy's loyalty shows a number of qualities that women desire. *He's protective. He's reliable. And... He's honest.*

The reason this trait is necessary for relationships is to due to the evolution of humans. Dating back thousands of years ago, a woman would look for this quality in a potential mating partner. The right (*or wrong*) decision in a guy had a huge consequence!

She would carry his child for 9 months and care for it till adulthood. A woman would know that any guy who demonstrates the *quality of loyalty* would be someone who ***sticks around and protects the family.***

The truth is we men are "*hard wired*" to mate with a number of partners. Our evolutionary responsibility for mating lasts as long as the act of sex. In theory, we could easily walk away and leave a woman with a "*bun in her oven*". Years ago, there weren't many child support laws or rules to force a man to care for his offspring.

As you see, a woman's choice in a sex partner was a lot different from a man's... We could bang girls till our dick drops off, but we there would be many negative consequences from our actions. **Women on the other hand, were left with the responsibility of giving birth and caring for her child.**

This explanation of *evolutionary psychology* means one thing: **Loyalty to a woman** means that you're a guy who

takes responsibility for his life. You're the man who will be there for a woman- *Through thick or thin.*

Now this *might not* be a quality that's immediately important to a girl. But, as a relationship develops it becomes a very crucial factor if she wants things to become serious.

Trust is an important element of loyalty. In order to develop a deep connection, she has to know that you can be relied upon. Your word should be golden. At no point should you deceive a girl or misrepresent who you are as a man. So if you're not looking for a relationship, then it's better to honest when you first meet a woman.

The problem is loyalty is pretty hard show when you first meet a woman. You *can't tell her* that you're trustworthy, you have to show it!

I've found that the only real way to show this quality is through your relationships with your friends and family. If she sees you as a guy who supports his friends, then she'll transfer this quality to what you'll be like in a relationship. You'll be regarded as a guy who can protect and make her feel safe.

When talking to women, you want to show that your friends and family are important in your life. You should be the guy that they can rely upon when help is need. *And in return*, they support you whenever you need somebody. A loyal man is someone who surrounds himself with quality people who take care of each other.

Comfort Challenge #19: Be Loyal to Your Family and Friends

This “**comfort challenge**” doesn’t require a specific action. Actually, it’s more about strengthening the relationships you’ve *already established*. In life, we all have friends and family that are important. Unfortunately, a lot of times we tend to forget about the “*important things*” and instead focus on the immediate- (*job, bills, responsibilities, chores, etc*).

With this exercise, I want you to commit to being loyal to your friends and family. The people in your life **Superior Alpha Male**, you want to develop the best possible relationships with the people you care about.

For instance, here are a few general rules that I suggest you follow with your core group:

- λ **Never** lie, cheat or steal from your friends and family
- λ **Keep** your word. If you say you’ll do something, follow-up and actually do it
- λ **Respect** other people’s time and recognize they have important things to do
- λ **Plan** interesting activities that they’ll enjoy
- λ **Talk** to them rather than wasting time your time doing a meaningless activity like watching a movie or TV
- λ **Be there** when people need you

These simple rules are all about *providing value* to those around you. Every person in your life should regard you as the guy who can be relied upon for both the fun and the

not so fun times. When you demonstrate loyalty to your people, you'll receive it back!

On the other hand, you'll find that some people won't give back the same level of respect or loyalty. In fact, when you take charge of your life, you'll often find that some people are disrespectful of the standards that you've set for yourself.

If you find that this happening in you're life, then I recommend implementing a **"three strike rule"** in your life:

λ **Strike #1:** Let the first disrespectful action to slide. *(Everybody has a bad day)*

λ **Strike #2:** Directly talk to the person and explain your feelings about his or her actions. Tell them this is the 2nd time they've done this and you won't allow it to happen again.

λ **Strike #3:** No speech or confrontation. Do your best to remove this person from your life. *(Obviously, you can't really do this if it's a family member. But you can limit the amount of time you spend with this person).*

Now this **"three strike rule"** may seem a bit harsh, but I'm very serious with the loyalty that I give to my friends and family. And I expect the same from them! This is a quality that's not only attractive to women it can also *help you become a better person!*

Trait #20- Show Intelligence

As you've learned, you can overcome almost any deficiency in your *looks, wealth and/or age*. When you understand how attraction works, and *know when to apply this knowledge*, you'll display a personality that women find alluring.

In fact, the whole purpose of this report is to help get past your limitations and become a guy who can meet and seduce almost any woman he meets. The main principle behind this information is to use your head to overcome any problem that stems from meeting the kind of women that you want.

So in essence, **the techniques that you're learning focus on using your intelligence to succeed with women**. Almost *every problem you have* with woman **has a solution**. All you need to do is identify the problem then look for a solution. Being intelligent is to understand that many of the difficulties in life can be eliminated if you know how to systematically attack the problem.

In addition to using your intelligence to overcome obstacles, you should also use it to attract women. The fact is your average woman *wants a man with a brain*.

Now, I'm not talking about the *bookish nerd* who spends 12 hours a day in the library and can only discuss the latest episode of **Battlestar Galactica**. When I talk about this quality, I'm primarily concerned with the guy who demonstrates social intelligence.

A guy with **this type of intelligence engages a woman on both the emotional and logical sides of her brain**.

He's smart, without being overly nerdy or pretentious. In a social situation, he's quick-witted and knows the *right thing* to say. This guy understands people and knows how to work the nuances of a social interaction.

A guy with *social intelligence* knows that life is about learning and experiencing new things. He doesn't close off his mind by concentrating on one topic. Instead, he has fun with meeting new people. This guy might be "*book smart*", but he also knows how to apply this information in a way that's attractive to women.

Social intelligence isn't that hard to develop. As I stated before, it's about being able to engage a woman in a conversation that's both emotional and logical. The good news is this report is designed to teach you the many aspects of this type of intelligence. The stuff that you're learning is designed to help you display the kind of intelligent conversation that women find attractive.

Just remember one thing... Intelligence can have a negative or positive affect with women. If you use your smarts to talk about an esoteric subject, then you're probably boring her to tears. On the other hand, if you use your intelligence to make a connection and engage her in a lively discussion, then you're using it effectively!

Comfort Challenge #20: Develop Your Social Intelligence

We're all born with a *certain level of intelligence*. This is something we cannot change. That being said, **you must develop your social intelligence**. Your mind is a

muscle. In order to strengthen it, you should spend time exercising it!

In this “comfort challenge”, we’re going to help you develop the habit of improving the way your mind works when you’re in a social interaction...

First, I want to re-emphasize the importance of doing the exercise that I discussed in **Trait #12- (Learn About the World)**. With that exercise, I recommended you develop the habit of learning about different things that’ll make you a well-rounded person. When you *learn about the world*, you’ll have a lot to talk about when you meet somebody new.

Now in this exercise, I want to make a recommendation that’ll dramatically improve your conversation skills around women.

The guys who do best with women happen to be great at understanding social interactions. These are the men who “*get*” women and understand what topics they find fascinating. And with this knowledge, they create a discussion that’s centered on topics that can engage both the logical and emotional parts of their brain.

My recommendation for this exercise is to develop the habit of learning everything there is to know about “***attracting and seducing***” women. I’m not talking about researching the topics which can trick a woman into bed. Instead, it’s about becoming the guy who has a lot of fascinating things to discuss whenever he’s in a conversation with a girl.

To get started, I recommend you **spend at least 30 minutes learning** everything you can about the social

dynamics between men and women.

You can start with this report and do the exercises that I mentioned. After that, you can move on to other resources that are great for learning. The following is a list of some of my personal favorites in this topic (*Some are free, some aren't*) :

- λ [The Seduction Bible](#)
- λ [Seduction Chronicles](#)
- λ [Art of Approaching](#)
- λ [Cliff's List](#)
- λ [Fast Seduction](#) (*My favorite forum*)
- λ [Carlos Xuma](#)
- λ [Double Your Dating](#)
- λ [Grow Your Game](#)

You'll find that a lot of the information conflicts with one another. **So take what works for you and disregard the rest.** The key thing is to always be in a constant state of self-improvement. The truly successful guy is someone who is always working on this area of his life!

When a woman first meets a guy, she judges his intelligence primarily based on his conversation skills and how his social intuition. By developing this side of your personality, you'll display the right of astuteness that's desired by a lot of girls.

Trait #21- Be Dominant

Dominance is not about being *overly aggressive* OR *displaying the qualities of asshole*. In fact, you don't even have to push anyone around to act this way. Instead, dominance is simply being able to show women that you're a better choice than the other guys that women meet.

The core philosophy behind dominance is being able to take charge of a situation and steer it towards ***your*** desired outcome.

As we've discussed, women are repulsed by *guys who act needy*. When you behave in a forceful manner, you separate yourself from these types of men. Whereas, weaker guys supplicate themselves to women, you act different. This guy understands that *"taking charge"* and *showing initiative* are qualities that women find attractive.

A big failure that your average guy makes is paying too much attention to what a woman says, instead of ***observing her body language***. You'll often find that a woman will tell you something that's the complete opposite of *what she feels*.

For instance, a girl might ask you to *"stop acting like a jerk"*, **but her body language is giving you a different kind of signal**. She's laughing, playfully swatting you and is steadily moving into your personal space.

A dominant male is someone who understands the distinction between verbal and non-verbal communication. When he sees a woman that's interested, he's not afraid to

take the initiative and make a move. This guy takes action, and never acts in a subservient manner.

The dominant personality is a core part of the **Superior Alpha Male**. In fact, there are **three crucial elements** that make this quality so important. **First**, it shows you have the courage *“step up”* and take charge of an interaction. For instance, you can demonstrate dominance, by doing the following:

- λ Disagreeing with her viewpoint
- λ Changing her viewpoint to match yours
- λ Leading an interaction towards your desired outcomes
- λ Initiating *“Venue Changes”*
- λ Teasing her whenever you spot an undesirable quality
- λ Establishing kino and touching from the moment you meet her
- λ *Telling your stories and doing your routines*

Next, dominance shows you're a persistent guy who doesn't back down from a challenge. You can accomplish a lot through sheer force of will. A forceful guy finds it hard to take *“no”* for an answer. While he's respectful of a woman's wishes, he still has the fortitude to *keep trying* when other guys *give up*.

Finally, dominance means that you **never** let somebody *push you around*. If feel you've been wronged, your tough enough to stand up for yourself. While you rarely lose your temper, you still confront anyone that causes you trouble.

Dominance is an important quality to develop because it's one of the classic *"manly"* traits. Whenever a woman is around a guy with this characteristic, she knows he's a guy who can take charge. All she has to do is sit back and he'll do all the work!

Comfort Challenge #22: Act Like a Dominant Male

This is another *"comfort challenge"* that's going to push the limit of how you normally behave. Here you're going to practice having a more *forceful personality* with the people in your life. This can be a pretty scary if you're one of those guys whose *let others push you around*.

The good news is this exercise isn't *as hard as you would think*. With a little practice, you'll find that you can get most people to *treat you differently* if you're honest and upfront with your communication.

To get started, I want you to *make a list of the people in your life*. It should include all the people that you communicate with on a regular basis. So include your friends, family, acquaintances, co-workers, boss, subordinates, women you date, or anyone that you see on a steady basis.

Next to each name, list a number from 1 (*lowest*) to 10 (*highest*) that rates your level of dominance with that particular person. With this number, you want to honestly think about your interaction and who generally controls the outcome.

Once this is done, you want to come up with strategies that'll shift the dominance, so you'll have more power. This could simply mean that you for techniques that'll allow

you to be more forceful with these particular people.

With enough practice, you'll find that a lot of your social group will treat you differently when you show that you're not afraid to defend yourself. (**One warning:** *Avoid doing anything that'll get you fired or in legal trouble*)

Finally, you want to take this exercise into the "real world" and practice it whenever you feel you've been disrespected. If something negative happens, then you'll have enough strength to immediately address this person and discuss this sub-standard behavior.

Again, I want to remind you that you should **never be angry or combative**, but there will be some moments when it's necessary to stand up for yourself.

Here are some examples of confronting bad behavior:

- λ A guy cuts you in line, you immediately address this rude action
- λ A waitress gives you crappy service, you don't give her a tip and tell her why
- λ A friend repeatedly shows up late, you let them know about your standards and how this behavior will not be tolerated.

This exercise is about training yourself to display a **more dominant personality** in social situations. While, you don't want to become a short-tempered asshole, you still want to avoid the submissive behavior that a lot of guys display. So, don't be afraid to stand up for yourself and take charge of a situation!

Trait #22- Demonstrate Sexuality

Women want sex as much as men!

This is a simple truth that *many guys fail to realize*. Girls enjoy sex and when they're *comfortable with a guy*, will be *very aggressive* about pursuing it.

The difficulty lies in *how each gender views the act of sex*. Most guys can have it ***without an emotional connection***. In fact, if a man sees an attractive girl, he will have no problem with immediately banging her. For your average guy, sex is simply a **physical act** that's really enjoyable!

On the other hand, a typical girl usually needs a level of trust before getting intimate with a guy. She wants those **feelings of intimacy** which usually accompany the physical aspects of sex. And usually, it's hard to develop a deep connection with a man she's just met.

Now, these differences in the *perception of sex* have caused a lot of difficulty in the '*dating game*'. Men get frustrated when a woman doesn't want to have sex once attraction has been built. And women get annoyed that guys are too pushy to get to the "*main event*".

With the increasing equality between the sexes, a lot of men's viewpoints have shifted to conform to the feminine viewpoint of dating. The end result is many guys have developed the erroneous belief that they should act "sexless" when they first meet a woman.

To be honest, behaving in *sexless manner* is one of the worst things you could do when you start talking to women. Remember, you want her to view you as a *potential lover*, **not a friend**. Even though your average girl doesn't want

to have sex right away, she still wants that **sexual tension** that comes from flirting and teasing.

Acting in sexual manner is not about acting like “*horny asshole*”. You don’t want to immediately tell crude jokes or talk about her physical attributes. Instead, you want demonstrate sexuality in a way that shows you’re not afraid to discuss the topic.

It’s about creating the right kind of “*sexual chemistry*” that woman want from a guy. You can easily accomplish this by referencing a few stories of your “*friends*” or playfully flirting with a girl.

The key thing to remember about sexuality is the importance of having fun. You want to discuss the topic, but do it in a way that’s not going to make her feel uncomfortable. While some girls can talk about anything, others get easily disgusted.

So it’s important to discuss the topic, but also study her reaction and adjust to her level of comfort.

Comfort Challenge #22: Exude Sexual Body Language

Sexuality is a quality that can often be demonstrated *without saying a word*. Many famous actors throughout the past century have understood this truth. *James Dean, Marlon Brando, and Sean Connery* were all able to show sexuality without really talking too much. The way these guys **used their body language** exuded a level of sexual confidence that could easily trigger a positive emotion in women.

In this “**comfort challenge**” we’re going to work on your body language. This exercise is all about learning how to display sexuality with your non-verbal communication. You can accomplish this, by following this **six-step plan**:

#1- Eradicate Weak Body Language

First, you want to fix your existing by body language by eliminating all the weak traits you currently display. A woman can instantly detect when a man has low sexual confidence. So, a great way to make an **instant improvement** with women is to *be aware* of how you’re acting in a social situation. For instance, you want to eliminate the following behaviors.

- λ Leaving your hands in your pockets
- λ Fidgeting
- λ Walking super-fast through a venue
- λ Showing nervous energy
- λ Having your arms folded in front of your body
- λ Slumping your head down
- λ Not taking up space in a venue
- λ Leaning towards women during a conversation
- λ Talking fast or stammering

#2- Display a Powerful Stance

You say a lot to a woman with the **way you stand**. The right kind of stance can give the impression that you’re a **Superior Alpha Male** who confidently displays his sexuality.

Here are a few pointers to help you get started:

- λ Keep your head & chin up
- λ Position your legs shoulder length apart
- λ Leave your hands at your side **or** with a drink in your hand
- λ Keep your back straight
- λ Minimize movement (*Make it look like you know you belong there!*)

#3- Take Up Space

A sexually confident guy *takes up space* in the world. He doesn't allow others to intrude in his personal space. So when you're in a venue, **spread out!**

Whereas most guys fold and allow others to take their space, you want to be the guy who has the maximum amount of area around where you're standing.

#4- Be Relaxed

Being relaxed in any situation is another way to demonstrate sexual body language. This quality shows that you're comfortable with the idea of having sex and you're **not nervous** about discussing it.

A calm demeanor is a subconscious way to show that you're used to "*getting*" a lot of sex and you can handle anything that might happen. ***Being relaxed*** means that you do the following:

- λ Visually concentrate on women in the conversation
- λ Move your eyes slowly when talking or listening

- λ When seated (or against a bar) lean back and act casual
- λ Talk slowly and with purpose
- λ Breathe through your stomach, not through your chest

A relaxed pose is a subtle way to differentiate yourself from the guys who display nervous body language. In a way, you're establishing the fact that you're confident around women and will know how to please them when the time comes.

#5- Move Deliberately

Slow, deliberate movement is another way to show a level of relaxation. The needy guys of the world are *ready to please* women. This is the guy who seems *jumpy and skittish* when talking to a girl.

Subconsciously, this behavior tells her that he won't be very good in bed. In fact, *nervous behavior* indicates that he's not used to taking charge of a sexual encounter.

Instead of acting like this guy, you want to show that you move on your own terms. Taking your time is a subtle way of showing confidence in yourself. It's a way to demonstrate that you'll be a guy who takes his time with women. If sex happens, you'll be the guy who focuses on her pleasure, not just his own.

#6- Face Away from Women

One of the *counterintuitive* things you'll learn about attraction is you often have more success when it looks like you're not interested. Many guys have a problem with this concept. They walk up to a woman, *invade her personal space* and then make it obvious they're trying to

"pick her up".

Sexual body language is about displaying an attitude that you're not *emotionally invested* in an outcome. The best way to do this is position yourself in a way that's not invading her personal space. So, instead of facing her head on, you want to talk to her either side-to-side or at an angle. The right kind of positioning can subtly let a woman know you're having a fun conversation, but you *could walk away* at any given moment.

Trait #23- Behave Dangerously

A woman **should never** be completely *comfortable* with you. The moment your relationship becomes predictable is the moment she starts to *pursue other guys*. While you don't have to act like a *raving lunatic*, it's still important to be a little unpredictable and exciting.

As you know, many girls claim they want a "*nice guy*". However, the truth is they want a man who has *some* of this quality, but also has a ***dangerous edge***. This type of guy is a bit of a jerk and he's a little bit cocky. He lives his life by his own rules and doesn't pay much attention to what others want.

The *dangerous guy* is highly attractive to woman. Primarily, this is due to his unpredictable nature. When she's around a guy like this, a woman *never knows what to expect*. At any given moment, he could bring her on a wild adventure that she would never expect.

At his core, a dangerous guy is self-centered. He lives the life that he wants. This man doesn't allow others to dictate *what he does* and he never supplicates himself whenever a woman makes a demand

To be *more dangerous*, you have to embrace the idea that **women should pursue you** instead of the other way around. Create the mindset that *you're a prize* and then act accordingly.

The *first way* to do this is to **never** fall for a woman's tests. There will be times when a woman will try to manipulate you and see how you react. A guy who lives his life on the edge doesn't concern himself with these tests. He either ignores them or "*calls her out*" on her bad behavior.

The dangerous guy has a ton of confidence about himself. So, he's not afraid of *losing a particular girl*. He knows if she moves on, then there will be another to replace her.

Another way to be a little more dangerous is adopt the attitude of *"not caring"*. While you want to do the things that'll *attract a girl*, you never want to get sucked into the trap of trying too hard. Remember, a dangerous guy focuses on himself. He's not concerned if a girl *"likes"* him. Instead, he enjoys life and doesn't get too wrapped up in any particular woman he knows.

Finally (*and more importantly*), the dangerous guy **lives an exciting life**. Your life should have a few adventures that most people only dream of. While you don't have to lead safaris through Africa or start BASE jumping, you should still try new things that'll challenge your levels of comfort.

Challenging your fears is actually a good thing. When you do something outside *"the norm"*, you'll be the guy who displays an interesting and exciting lifestyle. As you know, women like *romance novels* and *soap operas* because they provide a glimpse into a drama filled world. By having a few *"dangerous"* hobbies, you'll display a personality that makes women excited.

A dangerous personality is **alluring** because it never makes a woman feel completely comfortable. Whenever she's around, you want to subtly demonstrate that you live an unpredictable lifestyle. A girl should feel that her place is never 100% secure. You have so much going on in your life that you could move on at moments notice.

Comfort Challenge #23: Live an Exciting Life

You can't lie about being dangerous. Within the first few minutes, a woman can tell if you're a person who *does exciting things* or *simply talks about them*. And a lot of this quality can be developed with your self-perception. When you *do exciting things* you'll give off a vibe that you're a bit dangerous.

Now in this "*comfort challenge*", I'm not going to ask you to do stuff that's dangerous just to please women. But, *I am* going to make a simple request...

If you're like most guys, I imagine you live a pretty typical existence. You get up, go to work/school, watch TV, and hang out with your friends. Most of your day-to-day existence doesn't involve many interesting activities. What I'm challenging you to do is to add a little more excitement to your life.

In this exercise, I want to **focus on a fear** that you might have and take direct action to address this fear. **Each month, do at least 2 activities which challenges a fear that you have.** For instance, if you have *a fear of speaking in public*, then join Toastmasters and give a few speeches.

There's a simple logic behind this exercise...

A dangerous attitude comes from an ability to face fears and not let them affect you as a person. A guy with an exciting lifestyle is somebody who challenges his level of comfort on a daily basis. The more you confront your fears, the more you'll learn to enjoy doing the exciting

things in life.

In addition to challenging your fears, I want you to add a few activities to your ***“To Do List”***.

We all have different **dreams** in our lives. Most of the time, we *make excuses* or *allow fears* to prevent us from following up on our desires. As part of your goal setting, you want to add a few things that you've always want to do, but were afraid to try.

Being dangerous doesn't mean you have to act like an asshole. But it does mean you should embrace a more exciting lifestyle. By actively addressing your fears, you'll do a lot to overcome the emotions that might be limiting your lifestyle.

Trait #24- Be a Busy Guy

The time between getting a girl's number and seeing her again causes a lot of problems for guys. What often happens is the **attraction dissipates** and a woman loses that feeling of interest she initially had.

This happens to all of us. While you might have built up a deep connection, you can lose it when a woman's "life" gets in the way. Between her job, family, friends, hobbies, and other guys, you're literally competing for her attention.

So, whenever you re-connect with a woman over the phone or email, you have to *find a way to stand out*. And one of the best ways to do this is to demonstrate the quality of the busy guy.

As we just discussed, women are attracted to the men who lead *exciting and interesting* lives. Whenever you show that you have a lot going on, you make her *subconsciously* picture what it would be like to *be part of your life*. **When you're a busy guy, you're demonstrating that you have a lot of options!** In other words, you're not sitting around waiting for her to call.

In addition, *being busy* is a subtle way to **trigger her feelings of jealousy**. **On some level, you want** her to think that she has a bit of competition for your attention. You don't even have to lie. All you have to take part in a number of activities and then talk about the "friends" you make.

While you might think this quality involves too much "game playing", I think it's a powerful way to *build attraction* with a girl you've just met. She wants a guy with *high social value*. If you're not readily available, then

you'll give the impression that she should work hard to attract your interest.

I have a simple plan for demonstrating this quality:

When you initially call a woman, briefly talk about some of the stuff you did during the week. Tell funny stories and discuss funny things that happened. Mention how you have an upcoming activity that she would enjoy. Then subtly mention that's really the only time you'll have to see her. Usually this tactic will help solidify your date plans.

At this point, you want to mention how you have to get back to something you were doing then cut the conversation short. I recommend that you be a little *vague and mysterious* about your life. Leave the really interesting stuff for when you're talking to her in person. Then when you're around her next, you can talk about all the exciting stuff that you enjoy during your free time.

This plan is great for building excitement and expectation for a date. By acting in a busy manner, you're maintaining that *sexual tension* that's often lost between meetings. When you're not always around, you'll force her to imagine what it's like being with you.

Trust me...this is something that can really work in your favor!

Comfort Challenge #24: Get Busy

We've *all* had obsessive feelings over a girl. In fact, it still happens to me from time to time. When you meet a truly interesting woman, it becomes hard to **not think** about

her. The problem is when you obsess over someone you've just met, this displays a very needy and desperate vibe.

Becoming preoccupied over one woman is probably *one of the quickest ways* to lose her. You want to maintain interest! But at the same time, you want to maintain the sexual tension. When you *try too hard*, you'll end up in the "friends zone" or somewhere worse.

As you just learned, a great way to fix this problem is to become a busy guy. Now, when I discuss this quality, I don't mean you should make up a whole bunch of lies about how you live an exciting lifestyle. **Instead, I want you going out and start doing things!**

Filling your life with interesting hobbies and people is a great way to gain perspective on the women you meet. When you're out *doing the things you love*, you won't sit around and hope that a certain girl will call.

What I recommend is to do as much as you can with your free time. For instance, you can do the following:

- λ Focus on meeting women
- λ Hang out with your friends
- λ Enjoy your hobbies
- λ Join a local or community sports league
- λ Volunteer for community service
- λ Improve your physical fitness
- λ Enroll in a community college course
- λ Take part in local events
- λ Do some traveling

Doing these activities will make you a busy guy! **Instead of being a boring person that's unattractive, you'll be the guy who is out there living life!**

Parting Thoughts...

Well, those are the **24 Traits of the Superior Alpha Male!** Hopefully you've learned a lot about the qualities that women find attractive in a guy.

If you work on developing *all of these traits*, you'll discover that you won't have to rely heavily on gimmicky routines...

You'll simply be a naturally attractive guy who has great success with women!

The important thing to understand is women **highly value** these qualities in a guy. And the most *"in demand"* women will be the ones who are on a constant lookout for someone who can embody *all the traits* of the **Superior Alpha Male**. This means you have to work hard if you want to be *really successful!*

So I recommend you do each of the exercises and make them part of your life! Ultimately, you'll find that they will help you grow as man and *create success in many other aspects of your life...*Not just with women!

And the best way to get started is to *take that first step...*

Good luck!

Steve Scott